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*Honey R. Fisher*

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**STUDIES OF DRINKING IN PUBLIC PLACES**

An Annotated Bibliography

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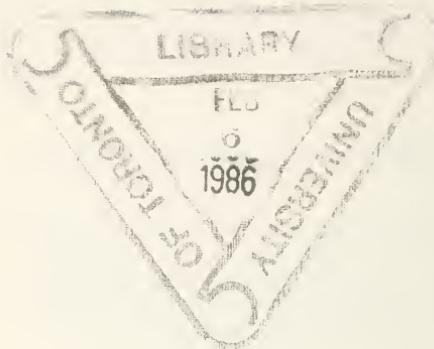
STUDIES OF DRINKING IN PUBLIC PLACES

An Annotated Bibliography

Honey R. Fisher

Bibliographic Series No. 18

R.J. Hall, Series Editor  
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Toronto, Ontario, Canada



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## INTRODUCTION

The social science literature on drinking establishments is not especially large, but it is diverse. This diversity may stem from the different purposes represented. Some early researchers were concerned foremost with moral issues and focussed on the connection between the saloon and social problems. A more modern approach has been the examination of the tavern in terms of its social functions. There are also alcohol-related problems such as drinking and driving that involve bars and taverns which are represented in the literature. In general, the citations cover the following areas: the nature and function of different drinking establishments, the characteristics of patrons, situational influences on drinking behaviour, and problems associated with drinking in public places.

The bibliography is intended as a means of access to a collection of literature in the area of public drinking. Full bibliographical citation and annotation are provided for each reference. It is an international collection comprised of research studies, historical studies, review articles, and theoretical papers written between 1897 and 1984. The items cited include articles in scientific journals, chapters in books, conference papers, theses, dissertations, reports to organizations, and books. Although efforts have been made to be as thorough as possible, there will undoubtedly be omissions.

In addition to being a very useful resource for researchers in the field, this bibliography can contribute to policymakers as well, in terms of its examination of legal liability, availability, preventive measures, and environmental design. It is hoped that this annotated bibliography will stimulate and facilitate further study in this and related areas.



## ACKNOWLEDGEMENTS

Special thanks go to Ron Hall, editor of the Addiction Research Foundation's bibliographic series, for his guidance in the preparation of this bibliography. I'd also like to thank Eric Single for his suggestions. Lastly, I am grateful to Michelle Hoo, Theresa Crosby, Lynne Graham, Joan Moreau and Paulette Walters for their involvement in the typing of this document.

## INSTRUCTIONS FOR USE OF THE BIBLIOGRAPHY

### A. Citations

Items are arranged in alphabetical order according to the surname of the senior author, and are numbered consecutively. Complete bibliographic information and a non-evaluative summary are given for each item.

### B. Author Index

The names of all authors (senior and junior) have been listed alphabetically together with the number of each respective citation. Underlined numbers denote senior authorship. Hyphens between numbers indicate a sequence of publications.

In some cases, the spelling of a specific author's name may vary slightly from paper to paper. For the purposes of the author index, authors' initials which do not occur in each of their citations are placed in parentheses (e.g., Smith, A. and Smith, A.B. are both listed under Smith, A.(B.)).

### C. Methodology Index

All the references have been categorized according to their methodological approach. In instances where there is overlap, or more than one approach has been taken, the citation number has been included under each of the relevant categories. Hyphens between citation numbers indicate a sequence of publications.

### D. Research Locale Index

Each reference has been categorized in terms of the country in which the research was undertaken. Hyphens between citation numbers indicate a sequence of publications.

### E. List of Abbreviations Used in the Text

N	number of subjects
n.d.	no date
S, Ss	subject, subjects

## 1 Accord Communication Services Ltd.

Checkstop: Perceptions and Characteristics of Two Different Publics.

Edmonton, Alberta, pp. 76,

1978.

A twofold survey of Albertans was initiated five weeks after the spring flight of Check Stop advertising (program to reduce impaired driving) had begun in order to assess the continuing impact of Check Stop on the public. Two groups were selected: 677 persons who were drinking in taverns and lounges at the time of the interview and 408 adults who were at home in the metropolitan Edmonton area at the time of the interview. The drinking group was selected because it was the prime target audience of the advertising message. The "home" group represents the general public. The face-to-face interviews with lounge and tavern patrons were conducted by 1 female and 11 male interviewers. They were sent in pairs to visit over 80 lounges and taverns in 20 metropolitan and rural cities in Alberta. With the exception of Calgary and Edmonton, the remaining locations were selected by means of a proportionate random sampling of cities and towns in central and southern Alberta. The "at-home" group was selected through a simple random sampling procedure from all telephone exchanges in Edmonton and environs. There were a series of objectives sought in this survey. The first was to test two groups' ability to recall the message of the recent advertisements. A second objective was to see if there were any differences in the opinions held by members of the two groups--the tavern patron and the person at home. The third objective was to note the degree of hostility people have towards the Check Stop program. The fourth was to learn what approaches people might take to dissuade a person who is too far under the influence of alcohol from driving. The final objective was to learn how many people would know how much alcohol is required within a specified time period to exceed the legal blood alcohol limit.

## 2 Aitken, P.P., and Jahoda, G.

AN OBSERVATIONAL STUDY OF YOUNG ADULTS'  
DRINKING GROUPS - 1. DRINK PREFERENCES,  
DEMOGRAPHIC AND STRUCTURAL VARIABLES AS  
PREDICTORS OF ALCOHOL CONSUMPTION.

Alcohol and Alcoholism, 18(2): 135-150,

1983.

The present paper describes findings obtained from an observational study of drinking groups in bars which largely cater to young adults aged 25 and below. Fieldwork was conducted in 8 bars in Glasgow; 2 bars in the city centre and 6 bars in the suburbs. Due to lack of manager cooperation and unreliable observations, the majority of work was conducted in 3 bars in the city centre and 2 in the suburbs. Five pairs of observers participated in the study: three male-female pairs and two male-male pairs. Observers selected tables at random and observed the next group of 3 or more people which occupied that particular table. The following information was noted for each group member: sex, age, time of arrival, method of purchase, type of drink and amount consumed, and duration of drink. The information was recorded using a simple coding system, on prepared record forms concealed in newspapers or magazines. Observations of 200 groups were made mainly on Thursdays, Fridays and Saturdays between 5 p.m. and 11 p.m. through the months of January to April in 1980. Demographic, structural and drink preference

factors accounted for about 30% of the variance in alcohol consumption and about 20% of the variance in drinking rates. Among these, drink preferences were the best predictors--especially among females. Female heavier drinkers tended to have drink preferences which are usually associated with males. Females who consumed beer/lager--particularly those those who consumed beer/lager and spirits--tended to consume more alcohol and tended to have higher drinking rates than females who consumed spirits only. Members of same-sex groups tended to consume more alcohol; and, among males, group size was positively associated with alcohol consumption and drinking rate. Suggestions that the facilitatory effects of such structural factors are as important as drinking history in determining alcohol consumption are questioned. Time spent in the bar accounted for 49% of the variance in alcohol consumption.

- 3 Alexander, C.N.  
CONSENSUS AND MUTUAL ATTRACTION IN NATURAL  
CLIQUEs: A STUDY OF ADOLESCENT DRINKERS.  
American Journal of Sociology, 69(4): 395-403, 1964.

The drinking behaviours and attitudes toward alcohol of adolescent males in natural cliques provide a substantive focus for the investigation of several hypotheses derived from balance theory. It is found that in collectivities of high mutual attraction there is a tendency toward consensus in drinking behaviour; that, if such consensus is attained, group standards arise to regulate and legitimate attitudes and behaviours related to alcohol usage; and that if consensus is not achieved, cliques are less attractive and tend to reject the deviant member. In connection with a larger study, questionnaires were given to male seniors in 30 high schools in North Carolina. Each respondent was asked what same sex students in the school they go around with most often and if they drink alcoholic beverages. Cliques were delineated on the basis of these answers. The resultant N was 174 members in 37 cliques. The results support the predictive utility of balance theory in a real-life interaction situation.

- 4 Anderson, E.  
A Place on the Corner.  
Chicago: University of Chicago Press, pp. 237, 1978.

An urban ethnography in which the life at "Jelly's" (a bar and package store on Chicago's South Side) is vividly described from the standpoint of Anderson's three years of participant observation there. His qualitative observations are guided and organized around the thesis that the interaction between the black men who frequent Jelly's is not simply unstructured, effortless sociability but is instead a very complex and orderly negotiation for personal identity and status that is carried out in identifiable and almost ritual patterns of deference and demeanour.

## 5 Babor, T.F.

ALCOHOL, ECONOMICS AND THE ECOLOGICAL FALLACY:  
TOWARD AN INTEGRATION OF EXPERIMENTAL AND QUASI-  
EXPERIMENTAL RESEARCH.

In Single, E., and Storm, T. (eds.), Public Drinking and  
Public Policy: Proceedings of a Symposium on  
Observation Studies. April 26-28, 1984, Banff, Alberta.  
Toronto: Addiction Research Foundation, 161-190,

1985.

Because economists and behavioural scientists employ different conceptual approaches and different research methods, there has been little communication and even less research collaboration between the two disciplines. Non-economists have tended to ignore economic variables, while economists have tended to ignore non-economic factors. Recent developments in the field of alcohol studies, however, have invited the application of econometric theory to the analysis of addictive behaviour and have indicated a need for greater collaboration between economists and behavioural scientists. This paper explores these developments of economics and behavioural science. In particular, it focuses first on the contrasting theoretical approaches these two disciplines bring to the analysis of drinking behaviour and alcoholism. Next, the growing body of epidemiological and microeconomic research dealing with the effects of economic factors on drinking behaviour and related problems is reviewed. After evaluating the methodology and logic of this research, a small but pertinent group of experimental studies are summarized to demonstrate the potential contributions of laboratory research to an understanding of the economic behaviour of excessive drinkers. Finally, this research is discussed in terms of its implications for policy-oriented observational research in naturalistic settings.

## 6 Babor, T.F., Mendelson, J.H., Greenberg, I., and Kuehnle, J.

EXPERIMENTAL ANALYSIS OF THE HAPPY HOUR: EFFECTS OF  
PURCHASE PRICE ON ALCOHOL CONSUMPTION.

Psychopharmacology, 58: 35-41,

1978.

At an alcohol and drug abuse research ward in a Massachusetts hospital, an experimental analogue of a discount drink policy known as the "happy hour" was used to study the effects of purchase price on drinking behaviour of casual and heavy drinkers. This research was conducted within the context of an extensive investigation of behavioural and biological concomitants of alcohol use. Male volunteers with a prior history of either casual (N=20) or heavy (N=14) drinking were given free access to beverage alcohol during a 20-day period. Approximately half the Ss could purchase alcohol under a single-price condition (50¢/drink), while a matched group was given a price reduction daily (25¢/drink) during a 3-hour period in the afternoon. The results demonstrated that the afternoon price reduction significantly increased alcohol consumption in both casual and heavy drinkers. When price was halved, casual and heavy drinkers increased their consumption 8 and 9 times, respectively, over that of comparable Ss without happy hour. Reinstatement of the standard purchase price effectively suppressed drinking in both groups. Drinking during happy hour was not a "substitute" for drinking at subsequent times during the day. Rather, happy hour drinking was "in addition" since happy hour Ss did not drink less at other times, than non-

happy hour Ss. The results suggest that the availability of alcohol at a reduced cost (or as is frequently the case at cocktail parties, without cost) can be a powerful determinant of drinking and intoxication. Thus, the assumption that problem drinking and loss of control are personal characteristics residing solely in the drinker may have to be revised to accomodate the interaction between personal disposition and the circumstances that reinforce those dispositions.

- 7 Babor, T.F., Mendelson, J.H., Uhly, B., and Souza, E.  
DRINKING PATTERNS IN EXPERIMENTAL AND BARROOM  
SETTINGS.

Journal of Studies on Alcohol, 41(7): 635-651,

1980.

The present research was conducted within the context of an extensive investigation of behavioural and biological concomitants of alcohol use. The research investigated variations in individual drinking patterns by monitoring the same persons as they drank under different environmental conditions. Drinking was observed in both experimental and natural settings; a period during which the price of drinks was reduced, known as the "happy hour", served as the main environmental variable. Also investigated were the effects of social influence, entertainment and social history. The following issues were addressed: (a) the effects of price incentives like the "happy hour" on the temporal distribution of drinking episodes; (b) the extent to which the frequency and intensity of drinking are related to the total amount of alcohol consumed over a period of time; (c) the kinds of environmental influences that potentiate multiple drink episodes; (d) whether these factors result in the substitution of heavy for light drinking episodes, or whether they change the drinking pattern in an additive manner; and (e) whether the research laboratory provides a realistic analogue of the natural drinking environment. The first study took place on a clinical research ward at a Massachusetts hospital. Male volunteers with a prior history of either casual ( $N=20$ ) or heavy ( $N=14$ ) drinking were given free access to beverage alcohol during a 20-day period. Approximately half the Ss could purchase alcohol under a single-price condition (50¢/drink), while a matched group was given a price reduction daily (25¢/drink) during a 3-hour period in the afternoon. The second study was conducted at a combination tavern/restaurant located in a small town outside of Boston. Eight male and eight female regular bar patrons were selected on the basis of their known regularity of frequenting a neighbourhood tavern. All observations of drinking behaviour were conducted by one of the researchers who was employed at the tavern as a waitress/bartender, and were done on 6 Mondays and 6 Wednesdays from 3:00 p.m. to 2:00 a.m. A record was made of the type of drink, name of purchaser, time of purchase, whether the drinker was alone or with others, and the time he/she left the bar. The results indicated that the discount drink policy ("happy hour") was related to increases in frequency of drinking and amounts of alcohol consumed by both casual and heavy drinkers in experimental and barroom settings.

- 8 Bach, P.J., and Schaefer, J.M.  
THE TEMPO OF COUNTRY MUSIC AND THE RATE OF  
DRINKING IN IN BARS.  
Journal of Studies on Alcohol, 40(11): 1058-1059, 1979.

Recent literature indicates that music, depending on its parameters, can either arouse or distract an individual from a task, and therefore increase or decrease performance. It was hypothesized in this pilot study that the tempo of music--country western music played in bars in western Montana--was related to the consumption of alcohol. Two observers visited a different bar on three Friday evenings. A table with 3 people seated was selected for observation. When the music started, the sip rate was noted. The music was tape recorded by the observers and analyzed for the tempo (beats per minute) of each song. Correlations were calculated between tempo of music and sips per minute per person. The findings were such that the slower the tempo of country western music, the faster barroom patrons consumed their drinks.

- 9 Berk, B.  
FACE-SAVING AT THE SINGLES DANCE.  
Social Problems, 24(5): 530-544, 1977.

The study was conducted primarily through participant observation involving attendance from 1968-1971 at over 70 dances; 51 were in Los Angeles, and the remainder in San Francisco, Boston and New York. They were held at hotels, restaurants, night clubs, private clubs and colleges, usually on weekends, with from 50 to 1500 participants in attendance. Patrons were interviewed about their experiences at the dances. The investigator, 4 research assistants, and approximately 30 students participated in collecting observations and interviews. The research is divided into 2 parts. The first presents the problems raised by the fact that singles dances are themselves discredited and stigmatized activities. Mere attendance raises problems of face for dance patrons. The study describes dance management attempts to offset these disreputable aspects and also how patrons seek to avoid loss of face threatened by their very attendance. The second part describes the 11 face-saving strategies associated with seeking partners and companionship at the dances employed to manage stigma and rejection. While the anxieties associated with offering oneself and being refused are universal, they are a special burden to those who already fear they are unattractive and will be refused and who find themselves in a setting that suggests to themselves and others that they are rejects.

- 10 Billings, A.G., Weiner, S., Kessler, M., and Gomberg, C.A.  
DRINKING BEHAVIOR IN LABORATORY AND BARROOM  
SETTINGS.  
Journal of Studies on Alcohol, 37(1): 85-89, 1976.

The present study investigated the comparability and stability of certain drinking patterns observed in both public barrooms and in a laboratory setting. In the laboratory setting, 18 men (mean age 27.3) accompanied by their wives served as Ss. They all described themselves as social drinkers. Three couples at a time participated in three one-hour sessions on three different evenings. During 2 of the sessions, a wide range of spirits, beer,

wine and mixers were available; coffee, tea and soft drinks were available during the other session. The Ss were instructed to use the time in any manner they desired and that beverages were available as they chose to use them. All sessions were videotaped. The frequency of sips of each drink, the time to consume the drink, and the type of drink were determined for each S from the videotapes. Identical measures were obtained on 49 patrons of bars in a New England city by means of participant observations by pairs of observers. Results indicated that barroom drinkers consumed their drinks in significantly less time and with fewer sips than did drinkers in the laboratory. The barroom patrons most often chose beer while those in the lab preferred mixed drinks. The findings of the study do not support unqualified generalizability of observations from experimental studies of drinking in the laboratory to in vivo drinking patterns.

11 Bissonette, R.

THE BARTENDER AS A MENTAL HEALTH SERVICE GATEKEEPER:  
A ROLE ANALYSIS.

Community Mental Health Journal, 13(1): 92-99,

1977.

Efforts to expand mental health manpower have taken three main directions: (1) increased use of consultation, (2) creating entirely new roles, and (3) offering training to persons engaged in roles or occupations presumably at strategic points of contact between the public and the mental health system. Among such roles are clergy, police, hairdressers, and bartenders. Little effort has been made to analyze systematically this third approach to assess its true utility for mental health services. In this paper the role of the bartender is analyzed along 4 dimensions: personality components, functional centrality, role distance, and nonperson status. Functional centrality appears as a clear asset. Role distance and nonperson status can have negative or positive value depending on the activity envisioned. These role attributes will be generally incompatible with relationships requiring sustained intimacy but could facilitate initial opening up and revelation of sensitive personal information, referral and limited crisis intervention. The lack of protracted professional socialization in such things as professional ethics and confidentiality poses some risk with respect to obtrusion of personal idiosyncracies.

12 Bissonette, R.

THE MENTAL HEALTH GATEKEEPER ROLE: A PARADIGM FOR  
CONCEPTUAL PRETEST.

International Journal of Social Psychiatry, 23(1): 31-34,

1977.

This paper proposes a means of pretesting a new idea in community psychiatry--the effective functioning of persons in existing social roles outside the mental health field as so called gatekeepers in that field. One of the central features of community mental health is the use of a variety of new kinds of practitioners. These are persons whose principal roles have not been traditionally defined as "psychiatric" but who are, in fact, often the first point of contact with persons seeking help. Such professions as bartenders, hairdressers, cabdrivers, policemen, etc. are but a few which fit this role. Five essential tests should be met by any occupational role that would qualify as a basis for the mental health gatekeeper function: 1) The

gatekeeper's relationship to the client is like that of participant observer to a group under study; 2) Private dialogue with strangers and acquaintances should be inherent in the role; 3) The occupant of the gatekeeper role should be at least roughly of the same class as his potential clients; 4) The role relationship of the gatekeeper should be able to occur naturally and conveniently, in a context insulated socially and perhaps physically from other involvements of both parties, in order to preclude conflicting loyalties or compromising entanglements; 5) The gatekeeper should be a stranger to the client, who should be confident that personal revelations will not be bruited about in his community or be subsequently turned against him.

- 13 Blick, U., and Liebhardt, E.  
TRINKBEOBACHTUNGEN IN MUNCHNER WEINGASTSTATTEN.  
(Observations on drinking in Munich's wine restaurants.) (Ger)  
Blutalkohol, 18(1): 10-16, 1981.
- Continuing the observations on drinking behaviour in beer-restaurants guests of two Munich wine-restaurants were observed without their knowledge. The observed guests were divided again into groups in regard to age and sex; further it was noted whether they drank alone, with another person or in a group. The drinking behaviour observed is reported upon.
- 14 Blick, U., Tutsch-Bauer, E., and Liebhardt, E.  
TRINKBEOBACHTUNGEN IN MUNCHENER GROßGASTSTATTEN.  
(A report on drinking behaviour in 2 Munich "beer restaurants") (Ger)  
Blutalkohol, 17(2): 166-170, 1980.
- In contrast with usual drinking trails the drinking behaviour of guests was observed without their knowledge in two big Munich beer-restaurants. The observed guests were divided into groups in regard to age, sex, and mass; further it was noted whether they drank alone, with another person or in a group. The socially adapted drinking behaviour observed is reported upon.
- 15 Bradbury, J.  
THE IMPLEMENTATION AND ENFORCEMENT OF THE LIQUOR  
LEGISLATION IN HOTELS AND TAVERNS IN NEW ZEALAND.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy:  
Proceedings of a Symposium on Observation Studies.  
April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research  
Foundation, 153-160 1985.

This research was designed in order to investigate the ways in which the liquor laws are actually implemented and enforced in hotels and taverns in New Zealand. The focus of the study was those who have some responsibility for enforcing the liquor laws in hotels and taverns. Hotel management and bar staff were interviewed with a view to ascertaining how familiar they were with the relevant provisions of the liquor laws and the way in which they interpreted and enforced these laws. A small provincial New Zealand city was chosen as the site for this study. Four hotels representative of the fifteen hotel/taverns in the city, were selected for observation although the management of all fifteen were interviewed. The observations provided a

means of cross-checking the data obtained from the interviews. Two researchers, a female and male, observed the public, private, lounge and house bars of the selected hotels on a rotational basis. Commencing at 5 p.m. the observations continued until closing time, but were not necessarily confined to any one bar in any one evening. The observations continued for 3 weeks, after which time the researchers felt they were adequately familiar with the operation of the bars. For the interviews, both staff and management and police sergeant in charge of licensing and licensed premises were spoken with in order to ascertain police policy and practice in enforcing the liquor legislation. Managers of establishments were all familiar with their responsibilities under the law, although in practice they varied in the degree to which they enforced the law. Bar staff were less informed as to liquor laws or responsibilities. The few provisions of the liquor legislation were frequently being abused. It was common practice for underagers and drunk persons to be served liquor; no attempt was made to enforce prohibition orders; and liquor was being served to the public outside legal licensing hours. The attitude of the police towards the enforcement of liquor laws is reflected in the small number of prosecutions. Those who are responsible for the enforcement of the liquor laws on their premises are seldom sanctioned when they break the law. When there is a prosecution, it is usually of the person who illegally buys the drink. As long as the liquor laws are not being broken too obviously and order is maintained in hotels and taverns, the police are content to adopt a peace-keeping rather than law-enforcement role. Thus, the main emphasis in the enforcement of the liquor legislation is on controlling order. Managers and licensees are also concerned with maximizing profits and so are striving to achieve a balance between the sometimes conflicting interests. Their primary concern is not who is drinking or how much they are drinking, but the maintenance of order whilst simultaneously maximizing profits. The police are content to accept this providing that the breaches are not too blatant and that degree of disorder is minimal.

16 Bruun, K.

Drinking Behavior in Small Groups.

Finnish Foundation for Alcohol Studies, Helsinki, Vol. 9, pp. 132,

1959.

The present study was intended to shed light upon the changes in behaviour of people who have come together to drink in a group and the factors that regulate these changes. Specifically the hypotheses were as follows: 1. The attitudes towards aggressive actions are more permissive under the influence of alcohol than in a sober condition. 2. During the course of a drinking occasion, the emotional reactions increase. 3. During the course of a drinking occasion, the increased aggressions are directed more frequently against objects outside the group. 4. Task specialists consume less alcohol than other members of groups. 5. Task specialists show fewer changes in the level of aggression than other group members. 6. Task specialists become the object of a social pressure to consume more alcohol. 7. The isolates consume more alcohol than other members of the group. 8. The isolates change their level of aggression more than do other group members. Fifteen groups were studied, four in each group, each group participated in one experiment between the months of February and May of 1958. The setting for the study was the club premises of the State Alcohol Monopoly in Finland. These premises are located in the same building as a restaurant,

and so near to it that the club premises-cum-laboratory was given the character of a private room adjoining the restaurant. The Ss's conversation could be listened to in the observation room and recorded on tape. Observations could also be made through a one-way mirror. Bale's system of observation was utilized, whereby verbal and non-verbal acts are classified not from the point of view of the speaker but from the point of view of the group. The Ss were also interviewed the following day in order to measure group cohesion, attitudes toward alcohol use, and how the drinking occasion had been met. The results are discussed extensively in terms of the use of alcohol and norms concerning drinking behaviour, general changes in behaviour, role differentiation, aggression, group cohesion and stability.

- 17 Burley, P.M., MacLeod, C., and Gemmil, J.  
EFFECTS OF SOCIAL INTERACTION ON RATE OF ALCOHOL CONSUMPTION.  
Psychological Reports, 42(1): 49-50, 1978.

This study attempted to determine if the rate of alcohol consumption varied with the amount of verbal interaction engaged in by group members. Four groups of males, all acquainted with each other, were observed. A video recording was made of each group over an hour-long session of drinking and interaction. The recordings were analyzed and each individual group member was rated for the total time spent verbalizing and the number of times drinking behaviour was displayed. The data indicated that a low drinking rate results in that rate varying inversely with the rate of talking, whereas a high rate of drinking varies independently of the rate of talking.

- 18 Burns, T.F.  
GETTING ROWDY WITH THE BOYS.  
Journal of Drug Issues, Spring, 273-286, 1980.

This paper consists of the presentation of ethnographic materials on the drinking behaviour of young, working-class males as well as an analysis of those behaviours. The author primarily focuses on the examination of a sequence of drinking situations as experienced by one group of young single males ranging in age from 18-22 during the span of a single evening in July of 1975 in the city of Boston. The narrative reveals that there are available a surprisingly varied number of drinking environments, and that these contexts are appropriate for specific types of behaviour that are deliberately sought by the participants. The analysis applies selected theories of drinking behaviour to the empirical case. The author concludes that imbibing alcoholic beverages may facilitate attainment of desired masculine roles by promoting opportunities to experience enhancement or validation of "manly" status. In other words, among this group drinking alcoholic beverages aids in making the transition from "boy" to "man". Moreover, it is shown that these drinking behaviours are shaped by cultural norms and remain within specified boundaries rather than constituting haphazard or random acts and events.

- 19 Byrne, N.  
SOCIOTEMPORAL CONSIDERATIONS OF EVERYDAY LIFE  
SUGGESTED BY AN EMPIRICAL STUDY OF THE BAR MILIEU.  
*Urban Life and Culture*, 6(4): 417-438, 1978.

This paper explores episodic and interludial aspects (pause, waiting) of human action, with a specific focus on certain significant aspects of sociotemporality or sociability. A 5-month empirical investigation of 3 bar settings in a northern Californian town was conducted with the methodology being that of participant observation. However, while the bar milieu was the focus of analysis, parts of the analysis refer to a much broader range of settings than that of the bar--some aspects extending even as far as social situations in general. The bar setting, characterized by an ethos of useful interaction, is one of the settings in which social man conducts his search for meaning. The bar population could be said to constitute a particular kind of subgrouping among the many subgroupings of modern life. As a subgrouping that sustains a unique ethos, that is distinguished by its own special sets of understandings, rituals, and codes, and that can even refer to a particular territorial base, it could be seen as an ethnic group: the "sociable ethnic".

- 20 Calkins, R.  
Substitutes for the Saloon.  
Boston and New York: Houghton, Mifflin and Co., pp. 397, 1901.

The problem approached is the contribution of the saloon to sociability. Whatever else the saloon may be or fail to be, it is, at any rate the poor man's club. Its hold on the community does not wholly proceed from its satisfying the thirst for drink. It satisfies also the thirst for sociability. Sociability is the characteristic which gives the saloon much of its prosperity and permanence. Club life has become a social factor of increasing importance in all modern society. The present investigation inquires whether there is any considerable competition with or substitute for the saloon as a means of sociability. A large number of local observers from specially selected cities across the U.S. gathered and reported their information to the researcher who collected the evidence and put together this book.

- 21 Caudill, B.D., and Marlatt, G.A.  
MODELING INFLUENCES IN SOCIAL DRINKING:  
AN EXPERIMENTAL ANALOGUE.  
*Journal of Consulting and Clinical Psychology*,  
43(3): 405-415, 1975.

The purpose of this study was to assess the effects of modelling influences upon social drinking behaviour. Forty-eight male University of Washington students between the ages of twenty-one and thirty-five, classified as heavy social drinkers were assigned to one of six groups in a 3 x 2 factorial design. The first factor consisted of 3 modelling conditions: exposure to a model who was a "heavy" consumer of alcohol, a "light" drinking model, and a no-model control condition. For the second factor, Ss engaged in a brief prior social interaction with the model who played a role that was either warm or

cold in emotional quality. Modeling effects were then assessed in a laboratory wine-tasting task in which the S and the model participated together. Ss exposed to the heavy drinking model drank significantly more alcohol than subjects in the low-consumption model and no-model conditions, which did not differ from each other. The prior interaction conditions did not affect drinking behaviour. The results are discussed within a theoretical framework that emphasizes the social learning determinants of drinking behaviour.

22 Cavan, S.

Liquor License: An Ethnography of Bar Behavior.

Chicago: Aldine, pp. 246,

1966.

In this book, Cavan describes the patterns of behaviour which she observed in 100 public drinking places in San Francisco during the mid-sixties. The book focuses on what people do (in addition to drinking) and how they use public drinking places. Her study was descriptive rather than quantitative. According to her own description, licensed premises were visited in a rather unsystematic manner. However, an attempt was made to locate a representative sample of all the different types of licensed premises in San Francisco. The book is based on direct observation of patron behaviour, conversations with patrons and interviews with those knowledgeable of a variety of aspects of public drinking. Cavan had two main purposes in mind. First, it was her ambition to record the behavioural norms in public drinking settings. Second, Cavan wished to distinguish between public drinking settings, not in terms of patron type or physical characteristics, but rather in terms of the ways in which such establishments are used by the majority of their patrons. Using this criteria, Cavan identified 4 different types of public drinking places: "convenience bars", which would include many of the downtown bars; "nightspots", which generally would feature entertainment; "marketplace bars", which would include singles bars, gay bars and business-oriented lounges, and "home territory bars", which would encompass neighbourhood taverns and skid-row taverns.

23 Clark, W.

ALCOHOL USE IN VARIOUS SETTINGS.

In Clark, W., Midanik, L., and Knupfer, G., Report on the 1979

National Survey. Rockville, Maryland: National Institute on

Alcohol Abuse and Alcoholism, 146-169,

1981.

After reviewing the findings from previous surveys concerning the correlates of tavern-going, the author examines the responses from a 1979 U.S. survey of adults about alcohol use, alcohol problems and their correlates. Hour-long interviews were conducted and respondents were asked to indicate how often they went to various drinking settings, what proportion of the time they drank while in each setting, and the typical number of drinks they consumed while there. The results suggest that drinking patterns are not solely the quirks of individuals carried to all settings, but are the result of interactions among situational effects and individual variation. The data suggest further that the frequency of going to various drinking situations also is important, as this interacts with individual propensity to drink and with situational constraints to produce greater or lesser amounts of total alcohol intake.

- 24 Clark, W.B.  
ALCOHOL USE IN VARIOUS SETTINGS.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy: Proceedings of a Symposium on Observation Studies.  
April 26-28, 1984, Banff, Alberta.  
Toronto: Addiction Research Foundation, 49-70, 1985.
- After reviewing the findings from previous surveys concerning the correlates of tavern-going, the author examines the responses from a 1979 U.S. survey of adults about alcohol use, alcohol problems and their correlates. Hour-long interviews were conducted and respondents were asked to indicate how often they went to various drinking settings, what proportion of the time they drank while in each setting, and the typical number of drinks they consumed while there. The results suggest that drinking patterns are not solely the quirks of individuals carried to all settings, but are the result of interactions among situational effects and individual variation. The data suggest further that the frequency of going to various drinking situations also is important, as this interacts with individual propensity to drink and with situational constraints to produce greater or lesser amounts of total alcohol intake. This paper is a shortened version of one paper in the Report on the 1979 National Survey by Clark, Midanik and Knupfer (1981).
- 25 Clark, W.B.  
THE CONTEMPORARY TAVERN.  
In Israel, Y., Glaser, F., Kalant, H., Popham, R., Schmidt, W., and Smart, R. (eds.), Research Advances in Alcohol and Drug Problems.  
N.Y. and London: Plenum Press, Vol. 6, 425-470, 1981.
- The modern social science literature on bars and taverns is not especially large, but it is quite diverse. The primary concern in this review will be with what is known about the behaviour of bar and tavern patrons while they are in these places, but some material on what sorts of people are and are not patrons will also be included. In particular, the perspective in this paper is that of researchers in the field of alcohol studies, and thus there is an interest in differentiating between tavern patrons and nonpatrons in terms of sociocultural characteristics, drinking patterns, problems due to drinking, and the like. The writers of the material to be reviewed here quite often had very different goals in mind, as is noted in passing. The review of the tavern literature is divided according to research method used: observational and ethnographic studies with detailed descriptions of barroom behaviour; behaviouristic studies concerned with the analysis of specific bits of drinking behaviour of patrons and considering the interrelations among elemental parts; and survey research.

26 Clark, W.B.

DEMOGRAPHIC CHARACTERISTICS OF TAVERN PATRONS IN  
SAN FRANCISCO.

Quarterly Journal of Studies on Alcohol, 27(2): 316-327,

1966.

A representative sample of 1,268 adults in San Francisco were interviewed in 1962. The results of the drinking practices survey indicated that sex, age and marital status were all strongly and independently related to frequency of visiting a tavern. Seventy-six percent of the respondents reported that they were drinkers. Nearly one-half patronized a tavern (tavern, bar or cocktail lounge) occasionally; 12% went once a week or more, 15%, 1-3 times a month, 8%, less than once a month, and 9%, once a year. Evidently most of the drinking of these respondents did not take place in taverns; 65% of the 104 respondents who drank more than once a week patronized taverns no more often than once a week and 16% never went; among the other drinkers less than half went more often than once a month. Only 20% reported that they drank wine or beer most frequently in a restaurant or bar and only 36% drank distilled spirits. Those who drank the most patronized the tavern most frequently; 8% of all the respondents were heavy drinkers, but 49% of the frequent patrons were heavy drinkers. The taverns were also patronized by 7% of the abstainers. Occupation was not related to tavern use; 43% of the white-collar and 42% of the blue-collar drinkers went to a tavern once a month or more. Family income was related to tavern use; 65% of the drinkers with incomes of less than \$3,000 never went to a tavern while from 35% to 45% of those with higher incomes went. Among those drinkers with less than high-school education, 59% never patronized taverns compared with 35% of those who have completed college. More women (55%) than men (36%) never patronized taverns, and 26% of the women and 43% of the men went to a tavern once a month or more often. The younger drinkers patronized the tavern more frequently than the older; 14% of the drinkers under 30 years but 76% of those 60 and over never went to a tavern. The married, divorced, separated and widowed patronized the tavern less frequently than the single: 28% of the single, 42% of the divorced or separated, 47% of the married and 77% of the widowed never went to a tavern.

27 Clark, W.B.

## PUBLIC DRINKING CONTEXTS: BARS AND TAVERNS.

In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts.

NIAAA Research Monograph #7, Proceedings of a Workshop,

Sept. 17-19, 1979, Washington, D.C., 8-33,

1981.

It is at home and at parties where most of the drinking is done. Yet these places are relatively little studied. The bars and taverns have been studied more frequently probably due to their easier public accessibility. This article reviews public drinking in bars and taverns and examines patronage, factors which encourage and discourage drinking, and patterns of consumption.

- 28 Clinard, M.B.  
 THE PUBLIC DRINKING HOUSE AND SOCIETY.  
 In Pittman, D.J., and Snyder, C.R. (eds.), Society, Culture and Drinking Patterns. N.Y.: Wiley, 270-292, 1962.
- Since time immemorial, man has enjoyed the use of alcoholic beverages, and for centuries society has argued, fought, and sought to control its use and misuse. The conflict over the use of alcohol has been directed at not only those who consume it but also those who dispense it. As the institutionalized public drinking house became the focal point of the drink, the drinker, and the dispenser, values and conflicts over this institution developed. Tavern regulations, types of taverns, functions of the tavern and tavern drinking norms are discussed. The author points to the paucity of tavern research and suggests the tavern, an important institution in Western society, should be made a subject for intensive study.
- 29 Clough, P.T.  
The Lantern: Patterns in Public Drinking Behavior in a Middle Class Bar.  
 pp. 304, 1977.
- In an ethnographic study of middle class regulars of a public drinking place, Stone's conceptualization of social status as circumstantial or situational is used in constructing a framework for the study of the intersection of macro and micro structural variables in face to face behaviours. The concept of status aggregate is employed as a descriptor of middle class groupings and a status arrangement is suggested to comprise an infrastructure of behaviour in public. Goffman's view of public order is questioned. One realm refers to the circumstances of the regulars (in this case, community social status) and the other refers to the situational (in this case, the particular features of public drinking). Second, rather than a realm supported by symmetrical rules, the order of public relations is supported by an unstable structure tending toward hierarchy. The public behaviour of Lantern regulars reflects a community status arrangement of vertical cleavages differentiating life-style and occupational prestige. This conflicts with the conventional description of public drinking as egalitarian. This description results from either the study of bar groups which are homogeneous in aspects of social identity or the study of bar settings which are anonymous.
- 30 Cloyd, J.W.  
 THE MARKET-PLACE BAR: THE INTERRELATION BETWEEN SEX, SITUATION, AND STRATEGIES IN THE PAIRING RITUAL OF HOMO LUDENS.  
 Urban Life, 5(3): 293-312, 1976.
- This paper has attempted to outline some of the essential features of the "market-place barroom" situation, the stages of interaction, and some of the typical tactics taken by members to increase the possibility of an encounter. By "market-place bar" is meant a bar that caters specifically to young and usually single persons interested in meeting and possibly having sexual encounters with persons of similar orientation. The data was gained through participant observation in 11 bars within a Western metropolitan area. The

analysis elucidates some of the interrelationships between: (1) the physical structuring of the bar to maximize members' discretionary powers to initiate and control encounters, (2) the typical motives and forms of presenting a marketable self within this physical structure, and (3) the typical structure through which such encounters evolve during the course of an evening.

- 31 Cosper, R.L.  
THE UTILITY OF TIME-BUDGET ANALYSIS FOR RESEARCH ON  
PUBLIC DRINKING.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy:  
Proceedings of a Symposium on Observation Studies.  
April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research  
Foundation, 209-220, 1985.

Time-budget methods can be applied to research on public drinking in several ways. This sort of data can validate conclusions reached by other techniques. Time-budget data can be used to compute comparable statistics on frequency of drinking. Certain aspects of observational research on drinking can also be validated, such as duration, companions, other activities engaged in, times of tavern use, and numbers and composition of clientele. The conclusions of time-budget research are useful for macrohistorical research, in that detailed quantitative information becomes available for one point in time and space on drinking or tavern use, to which other sorts of information on other times can be compared. Time-budget data is also useful in its own right and can provide a unique perspective on tavern use unavailable from other methods. It is ideally suited to studying the question of the use of time, and the time devoted to public drinking per episode, per respondent, per day, or for an entire city or nation can be easily obtained. It is also perhaps the best technique for investigating the social context of drinking and the only way to get at the sequencing of activities or temporal context of drinking. This paper describes the designs of 3 major time-budget studies and the methods of measuring public drinking. Findings and limitations of these studies are relevant to observational research on taverns. The 3 data bases are the original Multinational Time-Budget Studies coordinated in the 1960's, the Halifax Time-Budget Study of 1971, and the Canadian Pilot Time-Budget of 1981.

- 32 Cosper, R., and Elliott, D.  
PUBLIC DRINKING IN A METROPOLITAN CANADIAN REGION:  
A COMPARISON OF SURVEY AND TIME-BUDGET DATA.  
In Staikov, Z. (ed.), It's About Time. Sophia: Institute of Sociology  
at the Bulgarian Academy of Sciences, 146-165, 1982.

The present paper presents a study based upon a limited reanalysis of the original Halifax time-budget data, collected as part of the Dimensions of Metropolitan Activity Study (Elliott, Harvey, and Procos, 1976). In this present study, time-budget data are reanalyzed and compared with survey data to produce a descriptive study of the use of public drinking establishments in Halifax. The objective is to analyze tavern going in relation to the organization of the respondent's daily activities. In addition, differences in pub-going by major social and demographic characteristics of respondents are investigated, and survey data are used to corroborate these

findings. Another objective of this research is to assess the utility of time-budget data as a resource for secondary analysis of a typical leisure time activity - drinking in taverns, lounges, and clubs. An attempt was made to locate all instances of tavern-going, reported by Halifax respondents in their time-budget diaries. Information was coded from the diary on a special sheet about the event and the individual respondent and included time in and out of the drinking establishment, name and type of establishment, preceding activity and location, following activity and location, mode of travel to and from the event, other activities engaged in, and companions present at the time. Questionnaires containing an item measuring self-reported frequency of use of taverns, lounges and nightclubs had been collected from 206 households in Halifax in an attempt to corroborate data from the diary source. Elliott and Cosper (1982) reported no significant differences between the two techniques of measurement. Altogether, 118 of the 2,141 respondents (5.5%) were found to have had at least 1 public drinking activity on the day they kept their diaries. One quarter of all activities recorded by all respondents involved going to a public drinking establishment. Thirty-one percent of public drinking episodes took place in taverns or beverage rooms, thirty-four percent in lounges or dining rooms, and thirty-five percent in private clubs. Sex, age and marital status were found to be predictive of public drinking. Men attended drinking establishments more than women. The younger one's age, the more likely one was to attend bars. Individuals of lower social class tended to go to pubs more than better-off persons. Taverns and beverage rooms were used primarily by manual workers, whereas white collar workers and their families went primarily to cocktail lounges and private clubs. Unmarried persons tended to use pubs more than married persons. Most public drinking took place at the end of the week and at the end of the day; these are the times that follow work activity in the daily and weekly cycle. Stays in drinking establishments averaged 108 minutes.

- 33 Cosper, R., Neumann, B., and Okraku, I.O.  
 PUBLIC DRINKING IN CANADA AND THE UNITED STATES:  
 A COMPARATIVE ANALYSIS OF SAMPLE SURVEYS.  
*International Journal of Comparative Sociology*, 23(3-4): 204-215, 1982.

In the present study, the extent of public drinking establishment use in Canada and the U.S. is measured, both in regard to proportion of users and their frequency of use. Also examined is the extent to which frequency of tavern use can be predicted by socio-demographic variables, including region, city, size, sex, age, marital status, ethnicity, religion, income, education, and occupation. The association between tavern-going and behavioural and attitudinal characteristics such as employment, church attendance, political preference and health is also explored. Data on tavern usage, drinking behaviour, and social, demographic and attitudinal variables were collected by means of closed ended questions asked by interviewers of national samples of Canadians and Americans representative of the adult non-institutionalized populations of these countries. In the Canadian Survey, a sample of 1,708 men and women over 18 was interviewed at home in 1979. For the U.S., the 1977 General Social Surveys of 1,530 non-institutionalized English-speaking residents over 18 conducted by the National Opinion Research Center were used as the source of data on tavern-going. In general, the results suggest that Canadians make more use

of public drinking establishments than Americans. The relationship of marital status to tavern-going is consistent with other research and suggests that unmarried persons use the tavern for social purposes--possibly as a home away from home or as a place to meet other people. There is also a positive relationship of employment to tavern-going in both countries which suggests an element of social involvement. In the U.S., the frequent tavern-goer tends to be a relatively heavy drinker, an unmarried male from a blue collar background outside the South. In Canada, the frequent tavern-user is unmarried, a heavier drinker who is younger and gainfully employed, and of slightly higher than average income and education. The data also suggest the possibility that the drinking function of taverns is relatively more prominent in the U.S., and the social function more prominent in Canada.

- 34 Cutler, R.E., and Storm, T.

OBSERVATIONAL STUDY OF ALCOHOL CONSUMPTION IN NATURAL SETTINGS: THE VANCOUVER BEER PARLOR.

Journal of Studies on Alcohol, 36(9): 1173-1183,

1975.

The objective of the present project was to study aspects of patronage and alcohol consumption in British Columbia beer parlors: to seek differences between beer parlors and to obtain quantifiable data relating to some demographic characteristics of patrons, periods of patronage and the consumption of alcohol and cigarettes. Approximately 25 Vancouver beer parlors were visited and the patrons observed to identify those parlors having relatively more homogeneity in terms of the kinds of patrons they attracted. Few were patronized exclusively by single identifiable social groups; instead their patrons are several more or less distinct groupings of individuals who only loosely share some common characteristic. As a result, Canadian beer parlors rarely fit into the typologies developed by American investigators. Observers conducted a census of patrons at tables (age, group size, and sex composition) and recorded beer sale by the hour. An impressionistic description of the characteristics of the establishment, its patrons, their interactions and behaviour was obtained from team members' general observations. Four types of establishments were identified, the majority of whose patrons seemed to share some common demographic or attitudinal characteristics, although patronage of all beer parlors were mixed: 1. Suburban straight; 2. Swinging single; 3. Hip; and 4. Skid row. The 4 beer parlors which most closely approximated each type were chosen for internal observations. Each parlor was divided into halves and observed by a 3-member team in a location which afforded a clear view of as many unoccupied tables as possible. All observations were made within a 4-week period in May 1972. Estimated age and weight of patrons, group size and sex composition and the consumption of beer and cigarettes were continuously recorded by time until the departure of patrons from target tables. Blood alcohol estimations were made by means of an Alco-Calculator. Observations indicated that the rate of drinking varied relatively little from individual to individual, from one beer parlor to another, or from one time to another. Total consumption by a patron depended primarily on how long he/she remained in the parlor, which in turn was related to the size of the drinking group.

- 35 DeRicco, D.A.  
EFFECTS OF PEER MAJORITY ON DRINKING RATE.  
Addictive Behaviors, 3: 29-34, 1978.

This is the fourth in a series of studies examining the effect of a peer model's drinking rate on the drinking rate of a S. The objective of these studies is to provide information on variables which augment or decrease the influence of modelling on drinking behaviour. This information could then be used to formulate procedures to train students and other young people to decrease or eliminate the use of alcoholic beverages. This particular study represents an attempt to isolate empirically, 2 modelling variables that may facilitate decreased beverage alcohol consumption. These variables include the effect of more than one model drinking at one rate and only one drinking at the other rate, plus the possible differential effect of the sex of the models and subjects. Four students (two male, two female) ranging in age from twenty-one to twenty-six years, classified as moderate drinkers, served as Ss. Sessions were conducted in an experimental room set up to resemble a tavern. Ss were instructed to drink at their usual rate while participant observers recorded their consumption. Male and female confederates served as high and low consumption models. A single S repeated measures reversal design was used. The data generated in this study again demonstrate the potency of the modelling effect in a drinking situation. When multiple models are present, a situation which closely approximates the natural environment, students invariably match the drinking rate of the majority regardless of whether it is a high or low drinking rate, and regardless of whether the models are male or female. When 2 confederates drinking at opposite rates were present, Ss consistently matched the high consumption model and ignored the low consumption model.

- 36 DeRicco, D.A., and Garlington, W.K.  
THE EFFECT OF MODELING AND DISCLOSURE OF  
EXPERIMENTER'S INTENT ON DRINKING RATE OF  
COLLEGE STUDENTS.  
Addictive Behaviors, 2: 135-139, 1977.

In this study, the goal was to replicate and extend the work of Garlington and DeRicco (1976). This line of research examining the effect of modelling, aimed to gather information on determinants of drinking rate which could be used to help young drinkers decrease the amount of alcohol consumed. A possible way of doing this is to inform the student drinker of the attempt to influence his drinking behaviour, allowing him to resist this strong modelling effect. Three male college students ranging in age from nineteen to twenty-four classified as moderate drinkers, served as the Ss. Sessions were conducted in a room designed to simulate a tavern. Ss were instructed to drink at their usual rate while confederates in the same room matched, modelled at a faster rate, or modelled a slower rate of drinking, depending on the session. An ABACADA reversal design was employed in which each S served as his own control. During the sessions, participant observers became part of the social interaction, talking with the Ss and the confederates but not not drinking. Ss were told that the purpose of the study was to observe whether their rate of drinking was influenced by the confederate's rate of drinking. Results indicated that this disclosure had no

effect on Ss's behaviour, in that Ss continued to match the model's rate even when they had been told the purpose of the study.

- 37 DeRicco, D.A., and Niemann, J.E.  
IN VIVO EFFECTS OF PEER MODELING ON  
DRINKING RATE.  
Journal of Applied Behavior Analysis, 13(1): 149-152, 1980.

One thirty-five year old female moderate drinker served as the S and drank beer with four female confederate models and two participant observers in a small town tavern. A single S ABACADA repeated measures reversal design was used. Condition I indicated S baseline drinking rate. For the first intervention, 1 confederate modelled at a rate 50% less than the S's baseline rate. Interventions II and III were identical to Intervention I except that 2 confederates modelled at a rate 50% less than the S's baseline rate for Intervention II, and 4 confederates modelled at a rate 50% less than the S's baseline rate for Intervention III. Interventions were separated by returns to baseline. The study concluded with a final return to baseline. There was no change in S drinking rate as a function of either 1 or 2 confederates modelling the 50% rate. However, when 4 models drank at the lower rate, S drinking rate matched that of the 4 confederate models. This study suggests that if more modelling parameters can be isolated, modelling may prove to be a useful tool in alcohol education and prevention programs.

- 38 Dewar, R., and Sommer, R.  
ALCOHOL CONSUMPTION IN PRAIRIEVILLE: EFFECT OF CHANGE  
IN TYPE OF OUTLET ON DRINKING IN A SMALL TOWN.  
Quarterly Journal of Studies on Alcohol, 25: 300-313, 1964.

This study represents an attempt to assess the effects of a change in policy regarding type of liquor outlet upon alcohol consumption in a small prairie community in Saskatchewan. The change consisted of a new outlet, a beverage room open to adults of both sexes and serving beer and wine, which replaced a beer parlor that had been open only to men and served only beer. A questionnaire was constructed which dealt with the respondent's drinking during the preceding 7 days--specifically, the kind of beverage consumed, the amount and the place where it was consumed, and certain demographic information such as age, education, length of residence in Prairievile, etc. A house-to-house survey involving citizens of the town between the ages of 21 and 70 was done. The first survey, consisting of 413 interviews, took place in September 1959, 3 months prior to the opening of the new beverage room. The 423 interviews for the second survey took place in September 1961, 21 months after the new beverage room had opened. The respondents in the 1961 survey were not asked directly whether they had been interviewed in 1959, thus direct before and after comparisons were difficult to make. The researchers could only identify 196 respondents with certainty who had been surveyed both before and after. The second survey showed no change in the percentage of drinkers in the community. In both surveys about two thirds of the men and one third of the women had consumed an alcoholic beverage during the test period. Although most drinking took place in private homes during both surveys, there was more drinking outside the home after the new outlet had opened. This change was more pronounced in the total community

sample than in those people who were interviewed during both surveys. It was also found that an alcoholic beverage had been consumed during the test week preceding the interview by more young people than old, more Catholics than Protestants, fewer churchgoers than non-attenders, and more people with high school education than without. The last two findings were not evident in the second survey. No definite relationship was found between drinking and marital status, length of residence in the community, size of home town, or occupation. In the second survey, the majority of people thought they were drinking about the same amount as they had before the new outlet opened. Respondents who had not consumed an alcoholic beverage during the week preceding the interview were more likely to state that people were now drinking more than before. Evidence is presented to suggest that alcohol consumption in this town parallels that of other towns of similar sizes.

- 39 Dumont, M.P.  
TAVERN CULTURE: THE SUSTENANCE OF HOMELESS MEN.  
American Journal of Orthopsychiatry, 37: 938-945, 1967.

This is a psychiatric case study of a social system called the Star Tavern, as seen through the eyes of a participant observer. The needs of homeless men are not being met by health and welfare agencies, and the tavern performs a life sustaining function for men who have literally nothing else. It may provide their only opportunity for a tolerant and supportive environment, for socialization, for rest, and warmth. This case study of one community reveals that a bartender and his tavern do provide for many of these needs. The author suggests that health professionals utilize the barrooms as a point of intervention as a health and welfare service.

- 40 Elliott, D., and Cosper, R.  
THE TIME-BUDGET STUDY OF TAVERN-GOING: A VALIDATION.  
Journal of Studies on Alcohol, 43(3): 397-403, 1982.

In this report, tavern-going was studied by means of the time-budget method, in which 2,141 individuals, 18 years old and over, in Halifax, kept a detailed record of all of their activities. An estimate of the incidence of tavern-going was made from this time-budget data. A second estimate was made in 1975/76 using more conventional self-reported frequency data of 206 respondents over 18 years old, in randomly chosen households in Halifax. No difference was found between estimates of the incidence of tavern-going as measured by time-budget diaries and self-reported frequency.

- 41 Factline  
A Comparison of On-Premise versus Off-Premise Drinking Patterns.  
N.Y., pp. 26, 1979.

After consultation with industry representatives to determine areas of investigation which have not been explored fully, this study was designed to:  
1) Provide a direct comparison between on-premise and off-premise consumption for both types and brands of alcoholic beverages consumed, and  
2) Contrast the different types of alcoholic beverages--liquor, beer and

wine--in terms of the role that each type plays in drinking throughout the day, both at home and in bars or restaurants. The study was conducted by interviewing respondents in shopping centres in 6 major markets--Atlanta, Chicago, Los Angeles, New Orleans, New York and San Francisco. The reason for conducting the study in specific markets rather than utilizing a national sample was to provide sample sizes that are large enough to analyze each market independently. Further, the so-called national picture is somewhat misleading since not all brands are distributed in every market. In addition to a market-by-product analysis, all data are further reported by income, age, sex, race and marital status.

42 Falk, P.

THE ENGLISH WORKING-CLASS CULTURE AND THE PUB.

Paper from the 26th International Institute on the Prevention and Treatment of Alcoholism, Cardiff, Wales, June 9-14, pp. 17,

n.d.

The author sketches the social meanings (and their historical changes) and multifunctionality of the pub connected to drinking in the context of working class "cultural reproduction." The historical material (or 'illustration') is restricted mainly to English working class culture in the 19th century and specially to the historical phases of the Public House institution.

43 Farley, R.P.

Social Profile of Beer Parlors and Cocktail Lounges: Downtown and East Calgary.

City of Calgary, Health Department, pp. 10,

n.d.

The purpose of the participant observation study was to determine within the limits of the time available, the kinds of people (i.e., class), the reasons for regular drinking, and why different patrons become attached to specific beer parlors or cocktail lounges. The study went somewhat beyond this, but in a general way an attempt was made to compare the high class establishments with those frequented by working-class people. This did not detract from the main purpose which was to determine the social climate in beer parlors and lounges used by residents in the area, the subject of the main study. The comparison tended to hold in relief the differences and, as such, tended to give a clearer picture. The study was conducted in evenings between 5:00 p.m. and 11:30 p.m. The participant observers engaged in conversation, and without trying to change the tone and remain unobtrusive, attempted to ask why they drank and why they drank there in particular. The main finding in this study is that the beer parlors are a form of club and that "companionship" is the most significant feature. The local "pub" appears to be a version of the more elite clubs of members of the more affluent communities in the city. The beer parlor serves as a very important place where people can let their hair down and try to ventilate some of the frustrations that are encountered in daily life. There appears to be a bond between members of deprived populations with respect to coming together and talking about mutual problems. Generally "regulars" who are members of groups, do not have severe problems of alcoholism, but use alcohol partly because of the ritual that it serves with respect to the coming together of people who want to ventilate about common problems.

- 44 Fish, T., Nurmi, G., Rooney, C., Managhan, C., and Managhan, T.  
The Drinking and Driving Patterns of Bar Patrons in Thunder Bay.  
Addiction Research Foundation, Toronto, Substudy #663, pp. 21, 1975.

The purpose of the study was to examine the drinking and driving patterns of bar patrons in Thunder Bay. Justification for this study has been provided by statistics which have demonstrated: 1) the role that alcohol plays in fatal automobile accidents; 2) the great number of people who drive after drinking; 3) that the rate of alcohol-related accidents is particularly high in Thunder Bay; 4) that bars are the single major source of alcohol for drinkers and drivers. The study was carried out as a questionnaire type of survey that was conducted in the public bars of Thunder Bay. Twenty-five bars were visited on at least two occasions, once between the hours of 12:00 p.m. and 6:00 p.m., and once between the hours of 6:00 p.m. and 12:00 a.m. The surveyors visited the bars 5 days per week for 5 weeks. The 2 (or 3) surveyors entered a bar, sat at a table and ordered drinks. Later 1 female surveyor would approach people at another table and ask if they'd like to answer a few questions orally as part of a survey on drinking patterns. A total of 516 customers answered the questionnaire. The objectives of the study were as follows: 1. To describe, demographically, those people who drink in public bars of Thunder Bay, with emphasis on those who drive afterwards. 2. To demonstrate the proportion of bar patrons who drive after drinking. 3. To determine if the extent of drinking in bars is related to certain demographic characteristics, especially in reference to those who drink and drive. 4. To determine where and when bar patrons do most of their drinking. 5. To examine whether or not bar patrons who intend to drive home drink any less than those who do not intend to drive afterwards. 6. To recommend countermeasures which might be effective in limiting the drinking and driving of bar patrons. Some of the results are the following: 1. Of all bar patrons, over one third intended to drive after drinking and were not especially concerned. 2. Younger drivers visited the bars more often than older drivers and blue collar workers reported making more visits to a bar per week than white collar workers, students, and unemployed persons. Single drivers visited bars almost twice as often as married drivers and males made more visits per week than females did.

- 45 Fisher, H.R.  
Anxiety and Other Behaviour in Singles Bars/Discos.  
Master's Thesis, York University, Toronto, pp. 125, 1980.

This study conducted in 1979 examined behaviour (primarily anxiety) in, and attitudes towards singles bars/discos. The Ss were 70 male and 63 female self-professed singles at 10 different singles bars/discos in Toronto. While at the bar/disco, Ss were asked by the researcher if they were interested in answering some questions on the bar scene. If they agreed to participate, they completed a questionnaire which was composed of two basic sections: one section focused on anxiety in terms of person and situation factors, while the other section was mainly an exploration of various behaviours in, and feelings about bars/discos. The relationships between state anxiety, trait anxiety, and perceptions of the bar/disco situation were examined, and these variables were also examined in relation to several behavioural variables from the second part of the questionnaire. In general, both trait anxiety and perception of situation factors appeared to

influence state anxiety levels, and those with high trait anxiety scores on any of the 5 dimensions tended to have higher state anxiety levels than those with low trait anxiety scores on the same dimension. In addition, it was found that the S's score on the interpersonal dimension of trait anxiety was the factor accounting for the greatest amount of variance in state anxiety. Although the Ss perceived the interpersonal dimension more strongly than the other 4 dimensions of perception, the perception scores generally indicated that the Ss tended to perceive the bar/disco not as any one particular type of situation, but rather as a melange--a situation encompassing all 5 dimensions of perception (interpersonal, social evaluation, ambiguous, innocuous, and physical danger). Ss who were more experienced in the singles bar scene appeared to be less anxious than the less experienced ones. Ss generally felt that bars/discos were filled with phony people putting up facades, playing games, and competing with each other, yet the Ss maintained their social distance and denied taking part in those sorts of games themselves. This denial of being part of the singles scene was exemplified in many defensive responses and behaviours of those at the bars/discos.

46 Fisher, H., and Single, E.

Beer in the Ballpark: Recommendations to the L.L.B.O. Concerning the Renewal of Beer Sales at Sporting Events.

Addiction Research Foundation, Toronto, Internal Report #39, pp. 13, 1984.

In July of 1982, the Ontario provincial government announced a change in policy that would make beer available at sporting events in 3 locations on an "experimental" basis. This study was an attempt to examine the effect of the government's measure by observing people's behaviour at Exhibition Stadium in Toronto during baseball games, both prior to and after the introduction of beer sales. Seven games prior to beer sales and eleven after beer sales began, were observed. One half hour prior to game time, an observer stood at the turnstile and recorded the sex and approximate age of a random sample of fans. Once the game started, the observer went to a stadium seat and observed the behaviour of a random group of fans. Beverage, food, and drug consumption of approximately 10 - 20 people was recorded. Throughout, and immediately after the game, any demonstrations of unusual behaviour was noted. In addition, after the game, the observer walked through the rows of randomly chosen sections recording leftover illegally brought in alcohol bottles. The data indicated that a considerable number of fans became intoxicated from beer sold at the stadium. Based on the observations, it was estimated that between 2% and 4% of the fans would be intoxicated by the end of any given game. This was based on the observation that 4% of the fans drank 5 or more beers and 2% drank 7 or more beers. Thus a game with low attendance of say 10,000 would have on average between 200 and 400 exiting from the stadium in an intoxicated state. On the other hand, a game attended by 40,000 would have between 800 and 1,600 intoxicated fans. In addition to more rowdiness, a change in crowd composition was noted since the introduction of beer sales: the proportion of females declined and the crowd became younger. Based on the findings, a set of recommendations concerning 3 aspects of beer in the ballpark were proposed: recommendations regarding availability of beer, enforcement practices (including drinking/driving monitoring), and public education.

- 47 Fisher, J.C.  
PSYCHOSOCIAL CORRELATES OF TAVERN USE: A NATIONAL PROBABILITY SAMPLE STUDY.  
In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts. NIAAA Research Monograph #7, Proceedings of a Workshop, Sept. 17-19, 1979, Washington, D.C., 34-53, 1981.

Few studies have investigated tavern usage using representative samples. Tavern use and factors affecting its frequency based on the responses of a national probability sample is the subject of this report. The functional aspects of a tavern fall into 3 general categories: as a principal source of entertainment and recreation; a place that fulfills sociability needs by providing a milieu in which friends can meet; and, perhaps most importantly, as a tolerant environment where self-expression is promoted by a democratic atmosphere and by norms that tolerate behaviour that would be unacceptable elsewhere. This study is a continuation of the representative sample approach using a national probability sample to examine the frequency of tavern patronage as a function of family background, sociodemographic characteristics, work and social standing, and attitudinal variables. Additionally, tavern use over time was studied, as was its association with drinking behaviour. Finally, explanatory models of patronage and frequency of tavern use were developed.

- 48 Foy, D.W., and Simon, S.J.  
ALCOHOL DRINKING TOPOGRAPHY AS A FUNCTION OF SOLITARY VERSUS SOCIAL CONTEXT.  
Addictive Behaviors, 3: 39-41, 1978.

One important area has to do with the effects of social context upon drinking. It is widely assumed that alcohol consumption increases when it occurs where others are drinking. However, studies have been conducted with non-alcoholics. The effects of social context upon the drinking behaviour of chronic heavy drinkers remain to be examined. The current study examines the drinking behaviour of chronic alcoholics as a function of drinking alone or drinking with others in small groups. If more natural drinking behaviour is indeed facilitated by social context, topographical and quantitative differences would be expected in drinking patterns within the social as opposed to non-social settings. It was therefore hypothesized that alcoholics would consume greater quantities of alcoholic beverage in social versus non-social contexts and that drinking topography would correspondingly change along with increased consumption. Thirty chronic alcoholic inpatients were asked to drink equivalent amounts of preferred alcoholic beverage in both group and individual contexts. Each S participated in 3 group drinking sessions and 3 individual drinking sessions in a within-Ss randomized sequence. The Ss's average age was 44.5 and average education was 12.5 years. The dependent measures consisted of mean number of sips per session, mean sip length, mean sip count, mean inter-sip interval, and percent of alcoholic beverage consumed. The results showed that topographical and quantitative characteristics of drinking behaviour did not significantly differ as a function of social context. It is possible that these drinkers have such an extended history of excessive alcohol consumption, that their drinking patterns have become relatively impervious to certain types of social influence.

- 49 Freund, P.  
THE ECOLOGY OF DRINKING IN WASHINGTON, D.C.:  
AN OBSERVATIONAL STUDY.  
Unpublished manuscript, pp. 38, 1983.

This is a report of an observational study of drinking establishments in Washington, D.C., and focuses on the relation between drinking behaviour and the physical environment. This study provides background qualitative descriptive data of as many relevant ecological variables as possible, with an emphasis on social ecology in which the relationship between milieu and behaviour is viewed as interactive and not deterministic. The subject of analysis being focussed upon is not simply contexts, but persons in contexts. Context implies a socio-physical setting, a roster of participants, and social definition of the situation. The methodology consisted of participant observation within 115 public drinking establishments, covering a wide spectrum of types. Approximately half of the 2-hour observation periods were made with an escort and half alone. In most cases, notes were recorded on a small notepad while they occurred, because the bar was crowded and this activity would go unnoticed. Observations, which were varied by time of day and day of week, included general patron characteristics as well as specific demographic variables (sex, age estimates, clothing, group size and composition, conversation level, and general interactive behaviour patterns at the bar and various sub-settings within the establishment). Observations were also made of the physical setting, noting such features as milieu, decor, lighting, table size and location, seating type, and number of bar-stools. Employees were also noted (number and sex) as well as their general pattern of interaction with patrons. Description of entry patterns, design features, and employees and their relationship to social interaction are given for the various types of drinking establishments.

- 50 Garlington, W.K., and DeRicco, D.A.  
THE EFFECT OF MODELLING ON DRINKING RATE.  
Journal of Applied Behavior Analysis, 10(2): 207-211, 1977.

The present study, using an ABACA single S design, dealt with the effects of modelling over a number of drinking sessions and investigated the effect of both high and low consumption modelling on the same S. Sessions took place in a simulated tavern. Ss were told they were participating in a study of normal drinking patterns. It was hoped in this manner to approximate the natural environment and the Ss's characteristic drinking patterns over time, making it possible to examine the effect of modelled drinking rate in a more "real life" situation. Three volunteer male college students, twenty-three to twenty-six years old, classified as moderate drinkers, served as the Ss. Ss were instructed to drink at their usual rate, while confederates modelled either a faster or slower rate than the S depending on the condition. Two participant observers plus a bartender recorded the Ss's consumption. The results of this study indicate that modelled drinking rates dramatically influenced the Ss's rates of beer consumption. Ss tended to match the confederates' rates. The notion that drinking rates may be socially influenced is supported.

- 51 Gilbert, R.  
PUBLIC AND PRIVATE DRINKING.  
The Journal, April 1: 5, 1979.

The three great trends in post-war alcohol use in Ontario are: 1) we have come to use much more alcohol (although not very much more since 1974); 2) we have moved from being mainly a beer-drinking society to one in which more alcohol is drunk in the form of wines and spirits; 3) our drinking has become more private--private in the sense that it happens in people's homes rather than in bars, restaurants, or taverns. What has been termed the alcoholization of our society has often been attributed to the progressive loosening of drinking laws since 1948, when we were permitted to drink wine and spirits in public places for the first time since 1916. However, the data indicated that this overall per capita alcohol consumption was not due to public consumption, but rather to the increase in private consumption. The alcoholization of society has occurred in our homes. It is tempting to speculate that the best way to reduce overall consumption might be to try to reduce private drinking. The costs of more public drinking might be an increase in public drunkenness, which in itself is not necessarily a problem, and more alcohol-related auto accidents. Promotion of public drinking would have to go hand-in-hand with tougher measures against drinking and driving. Promoting public drinking might be worthwhile even if reducing overall alcohol use were not the main objective. It would at least provide employment.

- 52 Glenwick, D.S., Jason, L.A., and Elman, D.  
PHYSICAL ATTRACTIVENESS AND SOCIAL CONTACT IN  
SINGLES BARS.  
Journal of Social Psychology, 105(2): 311-312, 1978.

The present participant observation study was conducted in four Rochester, New York singles bars, in order to test the relevance of previous research conclusions regarding physical attractiveness and social contact. An "idealistic" strategy predicts more attractive women would receive more frequent approaches by men in a singles bar than would less attractive women. The matching hypothesis though suggests men may adopt a more "realistic" strategy, taking into account the perceived probability of being rejected as a function of the woman's attractiveness. With this strategy, little correlation would be expected between a woman's attractiveness and her frequency of being approached. Results indicate that attractiveness was not significantly correlated with the number of males initiating contact nor with duration of contact - a result consistent with the "realistic" strategy. However, when the experimenters (under the guise of participants) actually approached these women, the majority of the women responded in a positive manner. Thus, if men avoid the most attractive women for fear of being rejected, the evidence suggests their anxiety may be unwarranted.

- 53 Goffman, E.  
Behavior in Public Places.  
N.Y.: Free Press, pp. 248, 1963.

This study was concerned with behaviour in public places, specifically that aspect of public order pertaining to the conduct of individuals by virtue of their presence among others. One type of regulation was dealt with--the kind that governs a person's handling of himself and others during and by virtue of his immediate physical presence among them; what is called face-to-face or immediate interaction is involved. Rules of conduct in streets, parks, restaurants, bars, dance floors, shops, meeting halls, and other gathering places of any community tell us a great deal about the most diffuse forms of social organization.

54 Goffman, E.

Interaction Ritual: Essays on Face-to-Face Behavior.

N.Y.: Doubleday and Co., pp. 270,

1967.

The study of face-to-face interaction in natural settings entails that class of events which occurs during co-presence and by virtue of co-presence. The ultimate behavioural materials are the glances, gestures, positionings and verbal statements that people continuously feed into the situation, whether intended or not. One objective in dealing with these data is to describe the natural units of interaction built up from them, beginning with the littlest - for example, the fleeting facial move an individual can make in the game of expressing his alignment to what is happening and ending with affairs such as a social occasion at a bar. The normative patterns of behaviour are also uncovered through this ethnographic type of study.

55 Gordon, S.

Lonely in America.

N.Y.: Simon and Schuster, pp. 318,

1976.

This book presents the problem of loneliness, and in the best American tradition, how this problem has been taken over by business. The conventional ways of forming relationships are no longer operative in contemporary urban society, and to fill the void, a new multibillion-dollar service industry has grown in America. Encounter groups, growth and awareness centres, singles apartment complexes, bars and clubs, pseudo-religious and mystical cults, etc., all have flourished because of the need to find relationships that will help assuage loneliness. The book presents a detailed view of singles bars as a major focal point in the singles industry, and discusses the purposes of the bar, the behaviour that goes on within such places, and attitudes toward the bar.

56 Gottlieb, D.

THE NEIGHBORHOOD TAVERN AND THE COCKTAIL LOUNGE:

A STUDY OF CLASS DIFFERENCES.

American Journal of Sociology, 62: 559-562,

1957.

For this study, the sample was collected from several sections of Chicago and its suburbs, representative as to income, racial composition, and conditions of dwellings. Interviews were conducted in 24 neighbourhood taverns and 22 cocktail lounges, in all cases with both patrons and bartenders. In total, 60 respondents were interviewed in neighbourhood taverns and 48 in cocktail

lounges. The interviews were of a conversational and participatory nature, directed at finding out what people did with their leisure and on social activities in the tavern and lounge. Information was sought as well for computing an Index of Status Characteristics for each person interviewed. The findings indicate that the neighbourhood tavern and the cocktail lounge exhibit a relationship between the use of leisure and its meaning to the individual. The lounge caters to a transient upper-middle class clientele which does not form a cohesive group. But the tavern, a product of the neighbourhood and catering to individuals with similar backgrounds, becomes the centre of a voluntary association enforcing group norms and organizing group action.

- 57 Graham, K.  
DETERMINANTS OF HEAVY DRINKING AND DRINKING PROBLEMS:  
THE CONTRIBUTION OF THE BAR ENVIRONMENT.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy:  
Proceedings of the Symposium on Observation Studies.  
April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research  
Foundation, 71-84, 1985.
- The present paper reviews the existing research on contextual determinants of drinking behaviour. The review is restricted to naturalistic (i.e. non-laboratory) variables that are part of the bar environment (i.e. physical characteristics, atmosphere, barworkers) and how these variables relate to amount consumed, intoxicated behaviour, and barroom aggression. Some data is also presented from a 1978 barroom study in Vancouver (Graham, LaRocque, Yetman, Ross and Guistira, 1980), examining those bar environment variables that both predict drinking problems in the bar (i.e. intoxication and aggression) and also have the potential to be somewhat controlled by social policy measures, commitment of bar owners, or training of barworkers.
- 58 Graham, K., La Rocque, L., Yetman, R., Ross, J., and Guistira, E.  
AGGRESSION AND BARROOM ENVIRONMENTS.  
Journal of Studies on Alcohol, 41(3): 277-292, 1980.

This study made use of a naturalistic correlational approach. Systematic observation of a wide variety of Vancouver barrooms showed that aggression was highly predictable on the basis of situational variables and identified a drinking environment highly associated with aggression. Two-person teams of observers spent a total of 633 hours in systematic and unobtrusive observation of barroom aggression in 185 lounges, beer parlors, pubs, and legions in the Vancouver area. Details of the 160 incidents of aggression witnessed by observers were recorded. Also, characteristics of the physical environment, the social environment, and the clientele were recorded for each of the 303 observational periods (2 - 2½ hours each). Situational variables which correlated significantly with aggression included: state of intoxication and race of patrons, length of time patrons stayed in the drinking establishment, ventilation, decor, noise level, activities going on, location of establishment, decorum, theme, cleanliness of the establishment, expensiveness and maintenance of the furnishings, pleasantness of physical surroundings, seating layout, atmosphere, kind of laughter, kind of talk, rate

of drinking, amount of movement in the establishment, the presence of people talking to themselves, and kind of entertainment. Stepwise regression indicated that the variables recorded in the study were able to account for over half of the variance in predicting overall frequency of aggression. Through factor analysis, a factor was produced which identified a particularly aggressive drinking milieu. This milieu was characterized by the following: very permissive decorum expectations, unpleasant, unclean and inexpensive physical surroundings, a higher proportion of native Indian patrons and a lower proportion of Caucasian patrons than in most bars, a hostile atmosphere, the presence of a noticeable number of people talking to themselves; and to a lesser extent, poor ventilation, downtown location, shabby decor, tables in rows (beer parlor style), no theme to the decor, unfriendly barworkers, and a higher proportion of patrons over 50 years old than in other bars. Over half of the incidents of aggression occurred during the 41 observational periods which scored high on this factor.

- 59 Graham, K., LaRocque, L., Yetman, R., Ross, J., and Guistra, E.  
**ALCOHOL AND NATURALLY OCCURRING AGGRESSION.**  
A Report to the Non-Medical Use of Drugs Directorate's Summer  
Resources Fund, pp. 140, 1978.

Two-person teams of observers spent a total of 633 hours in systematic and unobtrusive observation of barroom aggression in 185 lounges, beer parlors, pubs, and legions in the Vancouver area. Details of the 160 incidents of aggression witnessed by observers were recorded. Also, characteristics of the physical environment, the social environment, and the clientele were recorded for each of the 303 observational periods (2 - 2½ hours each). Situational variables which correlated significantly with aggression included: state of intoxication and race of patrons, length of time patrons stayed in the drinking establishment, ventilation, decor, noise level, activities going on, location of establishment, decorum, theme, cleanliness of the establishment, expensiveness and maintenance of the furnishings, pleasantness of physical surroundings, seating layout, atmosphere, kind of laughter, kind of talk, rate of drinking, amount of movement in the establishment, the presence of people talking to themselves, and kind of entertainment. Stepwise regression indicated that the variables recorded in the study were able to account for over half of the variance in predicting overall frequency of aggression. Through factor analysis, a factor was produced which identified a particularly aggressive drinking milieu. This milieu was characterized by the following: very permissive decorum expectations, unpleasant, unclean and inexpensive physical surroundings, a higher proportion of native Indian patrons and a lower proportion of Caucasian patrons than in most bars, a hostile atmosphere, the presence of a noticeable number of people talking to themselves; and to a lesser extent, poor ventilation, downtown location, shabby decor, tables in rows (beer parlor style), no theme to the decor, unfriendly barworkers, and a higher proportion of patrons over 50 years old than in other bars. Over half of the incidents of aggression occurred during the 41 observational periods which scored high on this factor.

- 60 Graham, K., and Turnbull, W.  
ALCOHOL AND AGGRESSION: A FIELD STUDY.  
Paper presented at Western Psychological Association,  
April 20, 1978, pp. 17, 1978.

Many investigations into the relationship between alcohol consumption and aggression have assumed implicitly that alcohol consumption leads to increased probability of aggression. In this research, the authors assumed that whether or not a direct causal relationship exists between alcohol consumption and aggression, there are other variables which are critical in determining aggressive outcomes in drinking situations. It seemed that systematic observations of natural drinking situations might identify these variables. Previous research has treated different forms of aggression as different levels of the same variable. In this study, aggression has been treated as a categorical rather than continuous variable. Thus, instead of asking whether a particular aggressive incident is more or less aggressive than another, we have asked whether it is the same kind of aggression or different. Observations were collected by 2 female barworkers during June and July of 1970. One observer worked at 2 veterans' clubs and aggressive incidents occurring in these 2 clubs during the observer's shift were recorded. The other observer worked at an upper-class downtown hotel lounge and at a suburban hotel lounge, and incidents of aggression which happened during her shift were also recorded. Additionally, 2 after-hours cabarets were visited by the second observer after work, on a regular basis, and incidents of aggression occurring during these visits were recorded. When all the data were collected and similar aggressive acts grouped together, 5 categories of aggression emerged. The 5 categories were physical aggression, complaints of service, other conflicts with staff, couple conflict, and arguments between patrons. Other than the category of couple conflict, the kinds of aggression appear to be highly predictable. The question asked by the authors was that given a certain person in a certain bar situation, which form of aggression is most likely to occur. The Logit analysis will express this in relative probability. Using multiple regression, a set of variables was selected which predicts these 5 forms of aggression. These predictors include noise level, age of aggressor, style of dress, time in bar previous to aggression, and number of male and female companions.

- 61 Graves, T.D., Graves, N.B., Semu, V.N., and Sam, I.A.  
PATTERNS OF PUBLIC DRINKING IN A MULTIETHNIC SOCIETY:  
A SYSTEMATIC OBSERVATIONAL STUDY.  
Journal of Studies on Alcohol, 43(9): 990-1009, 1982.

Systematic observations of 216 New Zealand men, Maoris, Pacific Islanders and Europeans were made in 12 public bars. The bars were nonrandomly selected to represent a wide range of typical settings throughout the Auckland region. Pubs with a mixed ethnic clientele were selected in order to compare cultural differences in drinking behaviour within the same setting. Observations were conducted Thursday, Friday and Saturday evenings by 1 male and 1 female observer. The observers entered the bar at 5 p.m., sat at a table with a good view of the area, and conducted a quick census of the clientele. Six male Ss were selected each evening: the first 2 Maoris, 2 Islanders, and 2 Europeans to enter the bar after the observers. These Ss were observed continuously until they left the pub. Observers

recorded the type and amount of beverage consumed, and size, sex, and ethnic composition of each S's drinking group. Results indicated a causal model replicated within each ethnic group: drinking group size determines time spent in the pub, which determines glasses of beer consumed: group size and time spent in the pub accounted for 69% of ethnic differences in consumption. The pub appears to be an important arena within which social ties with other men are developed and reinforced, status is achieved and validated, and information, goods and services are exchanged.

- 62 Graves, T.D., Graves, N.B., Semu, V.N., and Sam, I.A.  
THE SOCIAL CONTEXT OF DRINKING AND VIOLENCE IN NEW  
ZEALAND'S MULTI-ETHNIC PUB SETTINGS.  
In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts.  
NIAAA Research Monograph #7, Proceedings of a Workshop,  
Sept. 17-19, 1979, Washington, D.C., 103-120, 1981.

This discussion reports some of the results from 2 studies of drinking and violence in the Auckland Metropolitan area conducted by an "insider-outsider" team of 2 Samoan and 2 American investigators. The first investigation was a systematic observational study of public drinking behaviour conducted within 12 of Auckland's public bars (see Graves et al., 1982). The second study examined factors associated with the frequency and seriousness of pub violence. Nineteen security officers working in twelve pubs kept a systematic running record of all incidents of violence over a three-week period, noting time and place where it occurred, age, sex and ethnicity of the initiators, whether or not they were regular patrons, an estimate of their drunkenness, size of drinking group, number involved in the incident, seriousness of incident, circumstances giving rise to the incident, and strategies employed by the officer or others to stop the incident. A major conclusion from this research on drinking and violence is that the significantly higher levels of alcohol consumption and pub violence that was recorded among Polynesian patrons, and that have become a source of much concern within the dominant society, are not the result of moral virtue on the part of Europeans, or of moral turpitude on the part of the Maoris and Pacific Islanders. Rather, these ethnic differences in consumption and violence largely can be accounted for by differences in the size of their typical drinking groups. Europeans tend to feel less drawn to and less comfortable within groups of any kind than do Polynesians, and thus may avoid group drinking situations. And when they do participate, they prefer smaller groups and leave earlier than do Polynesians. Consequently, they drink less and are less likely to be drawn into serious barroom incidents. By contrast, most Polynesians enjoy all kinds of group activities; group drinking is only one of them. Group activities also serve as an expression of ethnic identity and solidarity for a minority group within a predominantly individualistic society.

- 63 Gusfield, J.R., Kotarba, J., and Rasmussen, P.  
MANAGING COMPETENCE: AN ETHNOGRAPHIC STUDY OF  
DRINKING-DRIVING AND THE CONTEXT OF BARS.  
In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts.  
NIAAA Research Monograph #7, Proceedings of a Workshop,  
Sept. 17-19, 1979, Washington, D.C., 155-172, 1981.

This is an ethnographic study of the drinking-driving phenomenon as it emerged in the naturalistic settings of 4 bars in San Diego between November 1977 and January 1978 in about 100 hours of observation. It examines the nexus in which drinking and driving emerges, how it is seen as problematic, and how it is handled. The study views drinking-driving as a topic of conversation, as behaviour, and as a response to queries initiated by the observers. The bars observed differed in several significant ways as environments for the control of drinking and of the drinking-driving nexus. They have been conceptualized in terms of 3 major sources of control over drinking and the handling of driving: the self, the peer group of significant others, and the bar manager (or bartender). Drinkers are usually classified as heavy, moderate, light, or abstaining, but these authors developed a classification from their observations that they feel is more useful. It points not to the amounts that drinkers consume, but to how they behave in response to their drinking--either competent or incompetent. In all of the bars studied, the economic realities of selling drinks and establishing an atmosphere of conducive leisure take precedence over drinking-driving problems. All the bars show concern for avoidance of trouble that might destroy the frame of secure leisure. All define such "trouble" as an internal disruption such as a fight or nuisance behaviour. Trouble is dealt with by placing offenders outside the premises. Whatever is external is not trouble for the bar. Thus, drinking-driving is a problem for the patron and not an action like serving a minor, which produces trouble for the bar as an establishment.

- 64 Haavio-Mannila, E.  
AFTERNOON DANCES: DRINKING CONTEXTS FOR WOMEN.  
In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts.  
NIAAA Research Monograph #7, Proceedings of a Workshop,  
Sept. 17-19, 1979, Washington, D.C., 85-102, 1981.

Afternoon dances offer a new drinking situation, particularly for women, who traditionally do not frequent restaurants as often as men. Women attending these dances in 4 restaurants studied in Helsinki were, in general, economically active, and 40% were married. However, women interacted with proportionally more married men in these social situations. Thus, these social events do not function as husband-finding opportunities --there are two unmarried women for each unmarried man. Nor is the main function of afternoon dances to arrange sexual relationships between men and women; almost none of the women claimed to be looking for a temporary sexual partner even though 13% of the men admitted they had these kinds of expectations. Afternoon dances function mainly as meeting places where one can, for a while, get rid of the grayness of everyday life through social interaction, particularly dancing. Drinking for intoxication was not the intention of most of the afternoon dancers. On the average, neither men nor women exceeded the intoxication level of blood alcohol. Women

attending these dances drink alcohol more often than the total female population. Afternoon dances may persuade them to consume more alcohol than they intend: most of them come to afternoon dances to dance, have fun, and cheer up--not to drink. However, a majority of afternoon dancers of both sexes almost always consume alcoholic beverages during these social occasions.

65 Hage, P.

MUNCHNER BEER CATEGORIES.

In Spradley, J. (ed.), Culture and Cognition: Rules, Maps, and Plans.  
San Francisco: Chandler Publishing Co., 263-278,

1972.

In every culture some domains are more important than others. Hunting techniques among the Bushmen, sleeping places for tramps, the car for Americans, etc. These domains become linked to many other aspects of a culture. In this article, Hage presents an analysis of one such domain among the population of a European city. Beer is a special symbol and drinking it has a variety of cultural meanings. Like all other phenomena, beer is culturally defined and the author examines these meanings in detail with the tools of ethno-science. The attributes of different beers, motives for their consumption, stages of intoxication, and the social values of drinking are all discussed. Implications for the study of folk taxonomie in general and the evolution of category systems are also discussed.

66 Harford, T.C.

BEVERAGE SPECIFIC DRINKING CONTEXTS.

International Journal of the Addictions, 14(2): 197-205,

1979.

The purpose of the present report is to classify drinking contexts by type of beverage, and then to determine if other contextual variables (location, type of companions, etc.) fall into any recognizable and predictable array. In the summer of 1974, a survey was conducted in Boston. The data were collected on a drinking event-by-event basis so that the influence of anyone or any combination of contextual factors could be assessed. Drinking events were collected for a consecutive 4-week period on the 795 survey participants who were 18 years and older and drank at least once per month. A retrospective listing procedure, referred to as a chronological drinking record, was administered by the interviewer who obtained the data for the entire week preceding the interview. For each drinking event, data on type and amount of beverage, drinking companions, presence/absence of food, and occasion of use, were collected. The findings of the 1974 Boston household survey indicate that beverage-specific consumption is related to such structural proportions as presence/absence of food, drinking location, type of companion, and duration. Wine, for example, is frequently associated with occasions apart from mealtimes, at public settings, with friends, and generally for longer drinking durations.

- 67 Harford, T.C.  
CONTEXTUAL DRINKING PATTERNS AMONG MEN AND WOMEN.  
In Seixas, F.A. (ed.), Currents in Alcoholism.  
N.Y.: Grune and Stratton, Vol. IV, 287-296, 1978.

The present report is concerned with the identification of contextual drinking patterns among men and women. The data were obtained in a survey of Metropolitan Boston in the summer of 1974. Contextual drinking information was collected by household interview on a drinking event-by-event basis over a 4-week time period. The data reported here are based upon the 719 adults who reported 1 or more drinking events during the first week of the survey. The findings indicate a number of differences between men and women with respect to drinking contexts. Women were more likely to drink on weekends in the company of a spouse or relatives. Public settings were more likely to be restaurants than bars. Female drinking contexts were more likely to be formal occasions for drinking (meals at home and in restaurants, parties, celebrations, etc.). It appears that female drinking contexts are shared with men to a greater extent than male contexts are shared by women. Male drinking contexts, in addition to those of females, encompass weekdays, bars, drinking alone, and a broader array of reported occasions for use. The analysis of drinking contexts indicates that alcohol is integrated in a broader range of activities for men than women. Average consumption for both sexes increases on weekends, in bars, with friends, at parties, and as a function of duration.

- 68 Harford, T.C.  
ECOLOGICAL FACTORS IN DRINKING.  
In Blane, H.T., and Chafetz, M.E. (eds.), Youth, Alcohol, and Social Policy. N.Y.: Plenum Press, 147-182, 1979.

This chapter examines the role of environmental factors and drinking behaviour among young adults from an ecological perspective. It covers a conceptual examination of ecology and alcohol, a selective review from the broad literature relating ecology to alcohol, and a speculative link between the two as they relate to the drinking behaviour of adolescents and young adults. A comprehensive social-ecological view must include the objective environment and the psychological environment, the social and physical objects in the objective environment and the way in which these properties in the objective environment are transformed into the psychological environment.

- 69 Harford, T.C.  
THE INTEGRATION OF OBSERVATION WITH OTHER METHODS:  
SURVEYS OF PUBLIC DRINKING.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy: Proceedings of a Symposium on Observation Studies. April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research Foundation, 191-208, 1985.

This paper reviews and summarizes major findings related to public drinking which draw upon representative population surveys and other environmental-ecological studies. Major findings are organized and discussed with respect

to the following categories: 1) findings which confirm or validate observational findings; 2) findings which contradict observational findings; 3) findings which provide a broader context in which to interpret observational findings. It is this latter category, the integration of survey and observational studies, which is the major focus of the paper. Since public drinking behaviours are embedded in a broad array of factors, both environmental and individual, a conceptual paradigm is developed in order to meaningfully integrate these findings and develop implications for policy.

70 Harford, T.C.

**RELATIONSHIPS BETWEEN DRINKING NORMS AND DRINKING BEHAVIORS.**

Paper presented at the Alcohol Epidemiology Section, International Council on Alcohol and Addictions, Padova, Italy, June,

1983.

Studies have demonstrated that norms regarding the appropriateness of drinking vary according to the specific drinking context. Past studies have examined either drinking norms or drinking behaviour alone. In order to infer that the two are genuinely related, drinking beliefs and drinking practices need to be assessed for the same populations in the same contexts. This study examines the contextual specificity of drinking norms, their generality by selected demographic variables, and their relationship to drinking behaviour. The data are based on a representative sample of 1,500 households in two mid-Atlantic communities in the U.S. Comparable estimates of drinking norms and drinking behaviours were obtained for each of the following context dimensions: activity during and after drinking, time and day, presence of food, physical setting and social composition (number and types of others present). The findings are discussed in light of other studies and the conditions under which a normative-behavioural discrepancy is likely to occur. Implications are presented for the conditions under which the perceived environments of drinkers are relevant to understanding drinking behaviour.

71 Harford, T., Dorman, N., and Feinhandler, S.

**ALCOHOL CONSUMPTION IN BARS: VALIDATION OF SELF-REPORTS AGAINST OBSERVED BEHAVIOR.**

Drinking and Drug Practices Surveyor, 11: 13-15,

1976.

Of 329 patrons in 3 bars in the Boston area whose drinking was observed, 179 agreed to participate in an interview to be made 3 to 7 days later. Of the 96 (28% women) who actually participated in the interviews and whose responses were usable, 53% were single, 50% were under age 30, and 69% were college graduates. In general, the patrons who participated in the interviews tended to drink more and stay longer in the bar than those who did not. Of the 85 interview participants who recalled the drinking event at which they had been observed (target event), 46 remembered the exact number and types of drinks; 18 underreported and 8 overreported by 1 drink; most of the remaining 13 erred by 2 or 3 drinks. Overall frequency and quantity of drinking throughout the week before the interview did not affect recall, but the number of drinks taken during the target event did--the target event was remembered exactly by 56% of the 52 respondents who took 1 or 2 drinks, versus 39% of those who took 3 or more, and by 51% of those who stayed in

the bar less than 1 hour versus 45% of those who stayed longer. The accuracy of recall, therefore, related to amount of drinking and was most accurate for lighter drinkers.

- 72 Harford, T.C., Feinhandler, S.J., O'Leary, J., and Dorman, N.  
DRINKING IN BARS: AN OBSERVATIONAL STUDY OF  
COMPANION STATUS AND DRINKING BEHAVIOR.  
International Journal of the Addictions, 18(7): 937-950,  
1983.

This study reports the results of a pilot study conducted in 1974 which focussed on the relationships between the social composition of the drinking group and drinking behaviour in 3 public drinking settings in the Boston area. Observational teams were composed of 1 or 2 males and 1 female. The observers sat in the bar and observed the next patron who entered and sat at a predetermined place in the bar until he/she left the bar. The following data were collected on 329 patrons: sex, approximate age, duration of stay, type of drink, duration of drink, composition of companion group, and estimate of absolute alcohol consumption. The approximately 3-hour long observation periods were made between 4:00 p.m. and 1:00 a.m., Mondays through Fridays, during June and July of 1974. Results indicate that group size was positively related to duration of stay among males in 2 sites. Duration of stay was related to level of consumption for males and females. The relationship between companion status and drinking behaviour varied by site and sex of patron.

- 73 Harford, T.C., Gerstel, E.K., Pautler, C., and Hoban, C.  
SOCIAL ACTIVITY AND DRINKING PATTERNS.  
In Galanter, M. (ed.), Currents in Alcoholism.  
N.Y.: Grune and Stratton, Vol. VII, 373-383,  
1980.

This paper reports on the relationship between social activity and daily alcohol consumption in a random sample of adults in Metropolitan Boston. The paper utilizes data obtained in a household survey of Boston in the summer of 1974. Seven hundred and ninety-five eligibles participated in the survey. The design provided for a consecutive 4-week reporting period. Drinking data for the first week were obtained in the initial interview, together with other background information. Daily drinking data on an event-by-event basis for the week preceding the interview was collected. The context of each event and the amounts consumed at these events were recorded by type of beverage, as well as size and number of drinks of a given size. Data for the following 3 weeks were collected either by weekly interviews or daily records kept by the participants. The findings lend support to the general hypothesis that the level of social activity relates to alcohol consumption. The frequency of going to bars and attending parties was significantly related to daily drinking. Summary estimates of bar frequency were found to relate to daily consumption levels on a consistent basis for both men and women. The patterns of association for attending parties and daily drinking differed from that of bars. For men, the frequency of attending parties related to daily drinking on weekends. For women, these activities were significant on other days of the week as well.

- 74 Higgins, R.L., and Marlatt, G.A.

FEAR OF INTERPERSONAL EVALUATION AS A DETERMINANT OF ALCOHOL CONSUMPTION IN MALE SOCIAL DRINKERS.

Journal of Abnormal Psychology, 84(6): 644-651,

1975.

The purpose of this study was to investigate the effects of fear of interpersonal evaluation on drinking behaviour. Sixty-four male students, classified as heavy social drinkers, were assigned to one of eight conditions in a  $2 \times 2 \times 2$  factorial design. All Ss participated in a wine-tasting task, designed as an unobtrusive measure of drinking behaviour. Half of the Ss were led to believe that they would take part in a second experiment in which they would be evaluated by a group of women, and half did not expect to be evaluated in the second study. Ss were also classified as either internally or externally oriented, based on their scores on the locus of control scale. For the third factor, half of the Ss were given an opportunity to exercise some situational control prior to the impending evaluation, and half were deprived of this control. The results showed that Ss expecting to be evaluated drank significantly more alcohol than low-fear control Ss, but the locus of control and situational control factors did not significantly affect drinking states.

- 75 Holroyd, K.A.

EFFECTS OF SOCIAL ANXIETY AND SOCIAL EVALUATION ON BEER CONSUMPTION AND SOCIAL INTERACTION.

Journal of Studies on Alcohol, 39(5): 737-744,

1978.

Levels of social anxiety and expectancies concerning the stressfulness of a social interaction task were independently manipulated and their effects on alcohol consumption and social interaction in a laboratory "party" situation were observed. The Ss were 60 male students at Ohio University, 18 years and older. Ss were divided into socially anxious and not socially anxious groups, and assigned to either a positive or negative social evaluation condition. Observers, unaware of the Ss's experimental conditions, recorded alcohol consumption and social interaction from behind a one-way mirror. BAC was also measured. The findings indicated that socially anxious and Ss who received negative social evaluations drank less beer and had lower blood alcohol concentrations than did Ss who were not socially anxious or who received positive evaluations.

- 76 Hunt, G.P., and Satterlee, S.

The Pub, the Village and the People.

Polytechnic of North London, Department of Sociology, November,  
pp. 47,

1983.

The major aim of this research project was to investigate the realm of normal drinking in the village community of Melton, England. Anthropological methods were the major tools of investigation. Four pubs were chosen. The fieldworker spent time sitting, talking and observing the life of the pubs. However, as the research continued, friendships were made with specific groups in the pubs, and the research became less and less a systematic coverage of all the pubs at all times, and more and more a selective coverage of some of the pubs at some of the times. Another difficulty was that as the researcher became known and friendships were

formed, it became harder to monitor the customers and their drinking, numbers, gender and age, what they drank, and the conversations that took place. Also, because the researchers were observing English pubs, there was the tendency to feel there would be little unknown or new behaviour to observe. The researchers also participated in other activities in the village to gain alternative forms of information and valuable contacts which would be helpful in being able to contrast and contextualize the data gathered in the pubs and understand further the social and cultural aspects of drinking. Data was gathered on the role of the pub in the village, the pub and its customers, the landlords, and the rituals and practices surrounding public drinking. The pub was found to be important not merely as a place to socialize, but also as a place to transact business or pursue recreational and sporting activities. A higher percentage of men than women went to pubs and the vast majority of the women were attached to men.

- 77 Hunter, P.A., Hannon, R., and Marchi, D.  
ALCOHOL CONSUMPTION IN NATURAL SETTINGS AS A FUNCTION  
OF SEX, AGE, AND INCOME LEVEL.  
Journal of Studies on Alcohol, 43(3): 387-392, 1982.

Drinking behaviour of 20 men and 20 women in 4 bars (5 men and 5 women per bar) in California was observed as a function of sex, age and income level. Patrons in each bar were observed on Wednesday through Saturday nights. Over the course of 3 months, each bar was observed 5 different times. One male and one female observer, acting as a couple, sat at a table and observed the next patron who entered who met the age and income requirement and who sat within viewing distance. The observers recorded drinking behaviour (number and type of drink consumed, number of minutes per drink, number of sips per drink, duration of stay, and whether or not the S was alone) of these Ss. Several differences between older versus younger and upper- versus lower-income Ss were found. Findings indicated that men drank more than women, lower-income Ss drank more than higher income Ss, older Ss drank less beer and more straight or mixed drinks than younger Ss, older Ss went alone more often than younger Ss.

- 78 Israelstam, S., and Lambert, S.  
Gay Bars.  
Addiction Research Foundation, Toronto, Substudy #1242, pp. 33, 1982.

Drinking problems are said to be much higher among homosexuals than the general population. As the gay bar is the main drinking setting for the homosexual and because it is the centre of gay life, it deserves considerable attention. The study involved reviewing the literature, regular participant observation over the last 10 years, mainly in Toronto, and a look at some listings in 1 international and 1 North American gay bar guide. It is concluded that many bar-going homosexuals are endeavouring to take on a new masculine or 'macho' image and also that once a homosexual has decided to make use of the bars, it is long drinking hours and sociability that are the major contributing factors to heavy drinking.

- 79 Jessor, R.  
SOME PROBLEMATIC ASPECTS OF RESEARCH ON DRINKING CONTEXTS.  
In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts.  
NIAAA Monograph #7, Proceedings of a Workshop, Sept. 17-19, 1979,  
Washington, D.C., 228-233, 1981.

This article addresses general issues in thinking about and doing research on the contexts of drinking. It is stressed that two sets of factors--person factors or personality, and environmental factors or the situation or context, are necessary to explain drinking or social behaviour of any sort. The author believes that research on drinking contexts can become more comprehensive, and thus more compelling, by incorporating, wherever possible, a strategy that relies on multiple methods. An amalgamation of traditionally separate methods provides an enormous inferential advantage when the information from the different methods converges. Thus, while a customary method of studying drinking contexts is to observe behaviour in bars, such studies can be strengthened by adding to the overall research strategy interviews with participants as they leave the bar, and carrying out surveys of the general population in the area served by the bar.

- 80 Kessler, M., and Gomberg, C.  
OBSERVATIONS OF BARROOM DRINKING: METHODOLOGY AND PRELIMINARY RESULTS.  
Quarterly Journal of Studies on Alcohol, 35(4): 1392-1396, 1974.

The major concern in this study was the feasibility of observing and recording drinking behaviour in field settings. The study was conducted in a New England city in 15 different bars, representative of the types of bars Cavan (1966) described. Observations were made of the 53 Ss on Wednesday through Saturday evenings. The observers sat at a table at the bar and observed the next male who entered and sat within viewing distance. The S was observed until he left and his drinking behaviour (number and type of drink, number of sips per drink, duration of drink, duration of stay, whether or not he was alone, his clothing, estimated age, height and weight) was recorded. It appears that this is feasible, and data from a field study of barroom behaviour indicate that most people do not stay very long or consume many drinks in a bar (suggesting people do not patronize bars solely to drink), that the number of sips per drink is a more reliable measure of drinking rate than the amount of time the S takes to finish a drink, and that beer is the preferred beverage.

- 81 Kilty, K.M.  
SITUATIONAL CONTEXT AND THE MEANING OF DRINKING.  
International Journal of the Addictions, 15(7): 1021-1033, 1980.

Since most drinking takes place within a social context, a survey type of study was designed in which the described situational context of drinking could be systematically varied on the basis of 3 at least potentially basic contextual characteristics: type of activity or situation, presence of others, and mood. The sample who completed the survey in April of 1976 consisted of 39 male and 46 female graduate students in Pennsylvania. All 3 variables

were found to have strong effects on reactions to or perceptions of drinking as measured by a set of 10 semantic differential scales. Of most importance were the interaction effects which clearly supported the assertion that drinking behaviour is a function of culturally structured contexts--that it is learned and situation-specific. Not only did fine distinctions occur in evaluative reactions (including normative expectations) to the various contexts, but perceptions of the effects or impact of alcohol were related to situational context. Furthermore, the appropriateness of focussing exclusively on either the individual or the situational context was addressed. Both sorts of variables were involved in this study, and they were found to interact in affecting reactions to drinking. Situational context, then, is a function not only of contextual variables, but also of the persons involved in the situation.

## 82 Kim, S.L.

THE NIGHT CLUBS OF SEOUL, KOREA: PLURALITY AND SYNTHESIS OF TRADITIONAL AND MODERN VALUES IN ORGANIZATIONAL STRUCTURE.

Urban Life and Culture, 2(3): 314-330,

1973.

In Korea, many important aspects of life--getting a job or promotion, business talks, treats to elders and bosses, and making friends--have been associated with drinking institutions. In addition, high density urban living and primitive transportation mechanisms have prohibited the pursuit of outdoor recreation. In short, a large portion of Korean males have had to use drinking institutions when they wanted to socialize outside the family, and as such they are among the most significant of adult socializing locales. The impact of Western values on traditional Korean values during and after the Korean War has been that of equilibration that has created new organizational structures that can absorb the two different value systems. The structure of the newly emerging night club is a prime instance of this synthesis of and plurality between traditional Korean values and Western values. Night clubs appeared in Seoul in the early sixties as an adjusted form of entertainment, adapting traditional male recreation and the new attitude towards the family. The activities of night clubs were legitimized and adaptive: no physical contact was allowed with women except dancing; whiskeys, beers, and traditional drinks were available, and a comfortable setting was provided for acquaintances. The material on night clubs was gathered through participant observation and interviews in 12 clubs with waiters, dancers and managers. The report summarizes the traditional and Western structures, as well as the newly formed synthesis of the two.

## 83 Kingsdale, J.M.

THE "POOR MAN'S CLUB": SOCIAL FUNCTIONS OF THE URBAN WORKING-CLASS SALOON.

American Quarterly, 25(4): 472-489,

1973.

An analysis of the urban saloon is important for an understanding of working-class social history in this period. The workingman's saloon was a leisure-time institution playing a large part in the social, political, even the economic aspects of life. For the workingman, the saloon served as a second home where he could meet his friends and relax. There was an air of

relaxed, informal sociability which pervaded. For slum residents, the neighbouring saloons were more attractive than their overcrowded, dirty, noisy, ugly, dull flats. Saloons also functioned as food suppliers and often offered free lunches. Saloons were also the most important source of recreation and amusement, offering such facilities as newspapers, cards, movies, gramophone or live entertainment, billiards, and bowling. Even the occupational concerns of the working class were dealt with at the saloon. Besides gathering with men of the same occupation, the unemployed would go there for news of job openings, as would employers in need of employees. Saloons often doubled as politicians' ward clubs, where political leaders could make contacts and organize workingmen. In general, saloons served as neighbourhood centres in an urban environment which no longer provided a sense of community and stability inherent in earlier, small-town America. The saloon was thoroughly a male institution reinforcing stereotypically masculine qualities. It provided an informal, relaxed, slow moving social setting many had been accustomed to in the old country. Rather than aid immigrant groups to assimilate, the workingman's saloon tended to conserve and reinforce ethnic and class ties.

84 Kotarba, J.A.

THE SERIOUS NATURE OF TAVERN SOCIALIBILITY.

The Society for the Study of Social Problems, 27th annual meeting,  
Sept. 2-6, 1977, Chicago, pp. 19,

1977.

The data presented in this paper was collected over an 18-month period, and includes observations made at 4 different lower middle class, all white neighbourhood taverns on the southwest side of Chicago. The author acted as a participant observer, and for a short period, as a bartender. The paper describes the tavern experiences of clientele who can be considered "regulars" or "habitués", and demonstrates how they perceive their drinking as "serious business" and very much an integral part of their lives. The data particularly emphasizes the relevance of drinking to driving, as reflected in the strategies constructed by these people, through conversation and planned interaction, in order to rationally minimize the possibility of adverse consequences of their drinking habits. Drinking/driving is only one example of practical contingencies that enter the realm of tavern sociability. This study indicates that similar arguments can be made for other topics, such as drinking/health and drinking/family. These other topics must be explored if we are to gain a meaningful understanding of the tavern experience.

85 Kraft, D.P.

PUBLIC DRINKING PRACTICES OF COLLEGE YOUTHS:

IMPLICATIONS FOR PREVENTION PROGRAMS.

In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts.

NIAAA Research Monograph #7, Proceedings of a Workshop,

Sept. 17-19, 1979, Washington, D.C., 54-84,

1981.

To further define and clarify certain contextual influences on college drinking behaviours, this study focuses on the drinking patterns of college students at a large, semi-rural, state university campus in Amherst, Massachusetts. Between 1975 and 1978, a random sample of 1,200 students was surveyed yearly concerning their alcohol-related knowledge, attitudes.

beliefs, and behaviours. Following a description of basic drinking patterns, including where drinking occurs and the relationship between the drinking environment and drinking-related problems, certain implications for prevention programs are outlined. The results suggest that programs aimed at reducing problem behaviours should focus attention on both parties and bars, since heavier drinkers regularly frequent both, and are more apt to experience alcohol-related problems. The efforts should emphasize ways to moderate alcohol consumption, such as by spacing out drinking, or ways to insulate potential problem behaviours, such as driving after heavy drinking, from the community, e.g. by sleeping over (parties) or getting taxis home (bars). Finally, since this study is part of a larger attempt to influence drinking practices at that campus, 2 specific interventions that have been used to attempt to modify potentially harmful public drinking practices are described. The first is a revised alcohol beverage policy which attempts to modify certain contextual and environmental elements in campus parties. The second intervention involves trying to make the on-campus pub a "model" for reasonable drinking. This included serving nonalcoholic beverages, planning service training for bartenders, and providing food on the menu.

86 Leland, J.

THE CONTEXT OF NATIVE AMERICAN DRINKING:  
WHAT WE KNOW SO FAR.

In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts.  
NIAAA Research Monograph #7, Proceedings of a Workshop,  
Sept. 17-19, 1979, Washington, D.C., 173-205,

1981.

Since drinking practices vary greatly within our own society and others, it is not surprising that the same is true of Indians, particularly in view of the cultural diversity among the groups which are called and treated as a single entity ("Indians") by the dominant society. The study reported here documented the nature and the extent of the variability in drinking styles that were recognized by insiders (group members). The latter qualification is important because nearly all the literature on Indian drinking consists of outsiders' rather than insiders' accounts, which may contribute, in part, to the flat, monolithic character of the picture that emerges from this literature. Cards bearing the names of the adult residents of the settlement were presented to 33 informants who were asked to sort the cards, putting people in the same pile who handle liquor the same way. There emerged 5 major styles of handling liquor for men and women. The styles are differentiated primarily by frequency of drunkenness and are: 1) "winos", 2) "party", 3) "weekenders", 4) "special occasions", and 5) "don't drink". These styles are described in detail and suggest that contrary to firmly entrenched stereotypes, Indians use alcohol in a variety of settings and in a variety of ways.

87 LeMasters, E.E.

Blue-Collar Aristocrats: Lifestyles at a Working-Class Tavern.  
Madison: University of Wisconsin Press, pp. 218,

1975.

The men and women who form the basis of the study were observed in a blue-collar (or so-called "working-class") tavern. The study period was 1967 through 1972. The study group consisted of approximately 50 men and women who were regular patrons of "The Oasis" (not actual name), a family-type tavern. Almost all of the men were employed in the construction industry. The research method used is that of participant observation. In order to file the material collected systematically, information was recorded on separate cards by topic--child rearing, politics, sex, marriage, etc., and the system eventually resulted in the present organization of this book. In this study the basic questions were as follows: (1) To what extent is American society becoming homogenized? Do affluent blue-collar workers retain a distinctive lifestyle when their income would permit them to emulate the middle-class? (2) What functions does the family-type tavern perform in the blue-collar world? In general the study concludes that homogenization in American society may have been overemphasized by some observers. The data to support this conclusion will be found in the various chapters of the book.

88 deLint, J., and Popham, R.E.

TRANSLATION OF "THE TAVERN: A NEGLECTED TOPIC OF SOCIOLOGICAL IMPORTANCE", by Jansen, G.H.

Addiction Research Foundation, Toronto, Substudy # 179, pp. 22, 1963.

There has been a remarkable lack of interest in the tavern as a topic of sociological and social-psychological analysis, and this article attempts to stimulate interest. Generally speaking, the less favourable reputation of the tavern should make it the more attractive to the sociologist as a subject for study since sociological thinking in fact developed through the study of just such marginal subject matter. Only a very broad scientific approach to the problems of addiction--as can be observed in Canada and the United States--can accommodate a purely sociological interest in a topic such as this. However, there is the obstacle of a preoccupation with the individual alcoholic. The article outlines some of the research that has been conducted in this neglected area.

89 Listiak, A.

"LEGITIMATE DEVIANCE" AND SOCIAL CLASS: BAR BEHAVIOR DURING GREY CUP WEEK.

Sociological Focus, 7(3): 13-44,

1974.

To assess the functionality of the conventionalized "time out" ritual, a replication of Ossenberg's (1969) study of bar behaviour during the Calgary Stampede was performed during Grey Cup Week 1972 in Hamilton, Ontario, November 27 - December 3. The method employed to measure participation in Grey Cup festivities and exhibition of legitimate deviant behaviour is a participant observation of behaviour in a sample of 11 middle- and lower- or working-class public drinking establishments in the festival area. Each drinking place was visited on 2 evenings at the end of Grey Cup Week--a Friday and Saturday. The index of participation and exhibition of deviant behaviour was measured in the following bar behaviour: 1) The apparent social class composition of patrons; 2) The wearing of costumes and/or paraphernalia indicative of team support; 3) The noise level (including the spontaneity and intent of expressive vocalization; and 4) Physical and social

interaction including evidence of aggression and general themes of conversation. It was hypothesized that during Grey Cup Week in Hamilton, a high level of legitimate deviant behaviour in the form of festival-related aggressive/expressive behaviour would be found in middle-class drinking places and a lower level of such behaviour would be found in lower-class drinking places. The results of a participant observation of bar behaviour in a sample of public drinking places supported the hypothesis. It seems reasonable that if the middle-class is more sensitive to legal and other restrictive norms, then it may also be more responsive to the relaxation of social controls represented by the relatively lax enforcement of those norms during community festivals. Consequently, it would be expected that the middle-class would be the main exhibitor of legitimate deviant behaviour during conventionalized urban "time out" rituals.

- 90 MacAndrew, C., and Edgerton, R.B.  
DRUNKEN COMPORTMENT: A SOCIAL EXPLANATION.  
 Chicago: Aldine, 1969.
- Persons learn about drunkenness what their societies impart to them, and comporting themselves in consonance with these understandings, they become living confirmations of their societies' teachings. Behaviour under the influence of alcohol is socially patterned and not merely a result of the pharmacological effects of alcohol. Our society lacks a clear and consistent position regarding the scope of drunkenness and is thus neither clear nor consistent in its teachings. Consequently, we lack unanimity of understanding, and it follows then that unanimity of practice is out of the question. Thus, although we all know that in our society the state of drunkenness carries with it an increased freedom to be one's other self, the limits are vague and only sporadically enforced, and hence, what the plea of drunkenness will excuse in any specific case is similarly indeterminant. In such a situation, what people actually do when they are drunk will vary enormously.
- 91 Macrory, B.E.  
THE TAVERN AND THE COMMUNITY.  
 Quarterly Journal of Studies on Alcohol, 13: 609-637, 1952.
- From time immemorial people have made and enjoyed alcoholic beverages. For perhaps just as long, people have warned and legislated against their use or misuse. As this conflict has continued, it has engulfed not only the beverages, but also those who dispense as well as those who drink them. It is not surprising, therefore, that conflicting values should have arisen in relation to the public house, the wayside inn, the saloon, the roadhouse, the speakeasy, the pub, the bar, and the tavern. The obvious importance of this institution in American society, as well as its nearly total neglect as an object of systematic study, justifies the present, limited, report of certain findings relating to the tavern in the State of Wisconsin. The present communication limits itself to 3 considerations: conflicting attitudes toward the tavern; types of taverns; and the functions of taverns. A random sample of the Dane County (Madison, Wisconsin and surrounding area) public was questioned on their attitude towards, and the functions of, the tavern. The sample consisted of 872 males and 569 females, and included patrons,

non-patrons, and tavern keepers. In addition, 5 distinct types of taverns are described: the Skid Row tavern, the downtown bar, the drink and dine tavern, the nightclub, and the neighbourhood tavern. Information on these types was gathered largely through questionnaires and by direct observation.

## 92 Mann, B.J.

## THE ETHICS OF FIELDWORK IN AN URBAN BAR.

In Rynkiewich, M., and Spradley, J. (eds.), Ethics and Anthropology: Dilemmas in Fieldwork. N.Y.: John Wiley and Sons, 95-109,

1976.

This article is based on research conducted from July 1971 to July 1972 by a University of Minnesota anthropology graduate student working part-time as a cocktail waitress in a bar. The problems entailed in conducting participant observation data are discussed. First there is the methodological problem of objectivity. It is necessary that the anthropologist retain some measure of detachment and objectivity while simultaneously submerging herself in the customs and daily life of her informants. Another major problem is the ethical issue of informing the participants of the research. In preparing for the publication of the data there are precautions that can be taken to protect the anonymity of the bar and all the individuals involved in the study. Some of these are the use of pseudonyms, the alteration of minor details and events, and the omission altogether of some data that might prove damaging or embarrassing to informants. A delay in the publication of the ethnography can also serve to further protect the anonymity and privacy of informants.

## 93 Mass Observation.

## The Pub and the People: A Worktown Study.

London: Gollancz, pp. 350,

1943.

One of the basic institutions in British work life is the public house. Until now, there has been little attempt to make an objective, unbiased appraisal of the pub, and especially of how the pub works out in human terms of everyday and everynight life, among the hundreds of thousands of people who find in it one of their principal life interests. The object of the Worktown Study was to take the whole structure of the place and analyze it. The interrelationships within the town were the broad basis of the study problem. For 3 years a team of investigators concentrated their observations on 1 town in the north, "Worktown", a typical industrial work town. They lived as part of the place, penetrating every part of local life, joined political, religious and cultural organizations of all sorts, worked in a wide range of jobs, and made a great circle of friends at every level of the town structure. The data collected is based solely on observations of human behaviour in everyday surroundings: no direct interviews were conducted. The main stages of the study encompassed: 1) becoming familiar with public houses and penetrating them; 2) penetration into all parts of Worktown pub life; 3) observation without being observed; 4) conducting work more openly with active cooperation of people in all spheres of local life; and 5) studies of statistics, organizations, letters, diaries, documents, and other published sources.

- 94 Moore, E.C.  
THE SOCIAL VALUE OF THE SALOON.  
American Journal of Sociology, 3(1): 1-12, 1897.
- A careful study of the saloons in Ward 19 of Chicago was made, and this report is a statement of impressions gathered in the course of the investigation. Participant observation was the method of study on visiting the saloons. It was the impression that the saloon is primarily a social centre. It fills needs not supplied elsewhere. It is also an educational centre, as well as an eating centre.
- 95 Mosher, J.F.  
DRAM SHOP LIABILITY AND DRUNK DRIVING: TOWARD AN INTEGRATED APPROACH TO PREVENTION.  
Abstracts and Reviews in Alcohol and Driving, 3(5): 3-6, 1982.
- Alcohol problems prevention policy requires the development of many complementary strategies that do not focus exclusively on individual drinking behaviour. Reforms in the way people transport themselves after drinking, therefore, provide new potential prevention strategies. Restructuring the automobile and the highway system is another potential strategy. Reforms can also be directed at those who serve alcoholic beverages to likely intoxicated persons. Dram shop law could provide a potent economic incentive for a more responsible attitude by licensees when developing their procedures for serving alcoholic beverages. Infusing dram shop liability with a new preventive focus, however, requires a major effort by both researchers and policy-makers to develop legally sufficient serving standards. The legal community must be convinced that reform is both advisable and practical.
- 96 Mosher, J.F.  
DRAM SHOP LIABILITY AND THE PREVENTION OF ALCOHOL-RELATED PROBLEMS.  
Journal of Studies on Alcohol, 40(9): 773-798, 1979.
- Aspects of dram shop liability imposed by 27 U.S. States and the District of Columbia are described, with emphasis on recent developments in California. A typical statute provides that a commercial server of alcoholic beverages be found liable for injuries caused by his patrons if the server sold or gave alcoholic beverages in violation of the law. A violation occurs if the patron is a minor, a habitual drunkard, or someone already or obviously intoxicated when served. Thus, to recover, an injured person must show that the server did in fact serve a minor, a habitual drunkard or someone already intoxicated and that the patron did in fact cause injury. Most States limit liability to commercial vendors, that is, persons licensed to sell alcoholic beverages for on-premises or off-premises consumption. The servers (e.g. bartenders, cocktail waitresses, or retail clerks) are personally liable, and the licensees (e.g. tavern owners) are liable based on legal principles concerning employer responsibility for employee actions. Most courts refuse to extend the social host's duty to include the protection of the public from obviously intoxicated adult guests. Recommendations include broadening the focus of dram shop liability to include the prevention of

alcohol-related problems. The current emphasis on obviously intoxicated and underage persons must be modified because, as has been seen, this focus is in fact tied to alternative rationales. Courts and legislatures should be examining the drinking context that the server provides guests and patrons. What precautions are taken to lessen the risks of alcohol-related problems? These may involve employee training, transportation facilities, house rules concerning serving procedures and educational practices. The types of precautions taken may vary according to the type and size of serving establishment, the clientele and the particular occasion.

97 Mosher, J.F.

**LEGAL LIABILITIES OF LICENSED ALCOHOLIC BEVERAGE  
ESTABLISHMENTS: RECENT DEVELOPMENTS IN THE UNITED STATES.**

In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy:  
Proceedings of a Symposium on Observation Studies.

April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research  
Foundation, 235-256,

1985.

Dram shop liability is a complicated legal concept that has become a controversial and highly publicized issue in the United States (and, to some extent, in Canada) today. It refers to the potential liability of the furnisher of alcoholic beverages for the negligent, reckless, or intentional conduct of the drinking patron which causes harm to either the drinker or a third party. The parameters of dram shop liability are established on a state-by-state (or, in Canada, on a province-by-province) basis by state legislatures and/or the state court systems. States have taken varied approaches to the myriad factual situations that arise in dram shop litigation. Trial and appellate courts, even within a single state, often contradict each other and offer differing interpretations of relevant state statutes, which has led to tremendous uncertainty in the law. This paper offers an introduction to dram shop liability and explores its potential role in societal efforts to prevent alcohol-related problems. It focuses on the potential liability of public drinking commercial establishments, and does not address the impact of dram shop policies on other types of commercial enterprises or on other social hosts. Part I outlines the key factual and policy variables common to all dram shop lawsuits. Part II reports on its current status in the 50 states and describes trends in legal policy and public opinion over the last 5 years. Part III provides a critique of current legal practices, and the conclusion discusses implications for prevention policy.

98 Mosher, J.F.

**SERVER INTERVENTION: A NEW APPROACH FOR PREVENTING  
DRINKING DRIVING.**

Accident Analysis and Prevention, 15(6): 483-497,

1983.

Most current strategies for preventing casualties associated with drinking driving stress criminal sanctions, alcoholism treatment, and/or educational programs. Because these approaches have been shown to have at best only a limited impact on the incidence of drinking driving, new prevention strategies need to be developed to complement existing efforts. This article provides the basic conceptual framework for designing one such strategy--server intervention programs. Most bar observation studies do not focus on

environmental influences that are amenable to server intervention strategies. Server intervention refers to those actions taken by servers of alcoholic beverages which are designed to reduce the likelihood that those being served will harm themselves or others. Server intervention programs focus on the drinking setting which precedes drinking-driving episodes. The programs can be divided conceptually into 3 basic components: 1) training (educational programs directed at servers); 2) legal (Alcoholic Beverage Control laws and regulations, dram shop liability, and criminal laws); and 3) environmental (design of outlets, outlet location, and transportation facilities). The article analyzes these 3 components and reviews 6 existing or recently completed programs throughout the U.S. The article concludes by summarizing the practical barriers, potential benefits, and theoretical implications of a server intervention approach to the prevention of drinking driving.

- 99 Natkin, R.  
THE SUBURBAN PUB IN FINLAND - A WOMAN'S VIEWPOINT.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy: Proceedings of a Symposium on Observation Studies.  
April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research Foundation, 127-138, 1985.

This ethnographic study of women and suburban pubs aims at illuminating women's relationship to the prevalent alcohol culture, be they pub patrons or not. Interviews were conducted in the suburb to gain an impression of the local pub from an everyday point of view. The two sexes often described the same situation in different ways. The pub culture reflects the difference between the masculine and feminine experience. For men there is a great deal of humour and game-playing in pubs. Women, on the other hand, tend to talk about human relationships and marital problems. Women's drinking represents an escape from the everyday, a "having a good time", and is the exception rather than the routine. The way in which women use alcohol is regulated by a host of repressive structures in the family and the suburban community. Women's drinking is more morally reprehensible and guilt-ridden than men's. Even today pub culture is imbued with the feeling that "good wives don't go to the boozer". Nevertheless, the pub institution has changed in some respects. More and more pubs now put on dances and this has given them a wider female clientele--dancing is an integral part of the pub culture of women today. It is the wife who is chiefly responsible for upholding the norms of respectability and propriety. Traditionally, it is the wife who has been responsible for providing the working class husband with the "self-discipline" which he cannot do without. Men allow their wives or waitresses to control their drinking, thereby delegating the responsibility for ensuring they retain their capacity to work and function as social beings to women.

- 100 O'Donnell, P.  
SAN FRANCISCO FORTY-NINER VICTORY CELEBRATION:  
FESTIVAL DRINKING IN AN URBAN SETTING.  
The Drinking and Drug Practices Surveyor, 18: 35-39, 1982.

The objective of this essay is to explore the Forty-Niner victory celebration as an instance of festival drinking. Various methods were used to investigate and interpret the Forty-Niner victory celebration. These included direct observation, the use of newspaper accounts, interviews with participants, and discussions with knowledgeable observers. The conclusions may be summarized under 4 headings: 1) The celebration was a form of "time-out" behaviour; 2) The celebration offered everyone a chance to be a "winner"; 3) The festivities served as a celebration of the community as a whole; and 4) The celebration was a kind of neighbourhood festival.

- 101 Ossenberg, R.J.

SOCIAL CLASS AND BAR BEHAVIOR DURING AN URBAN FESTIVAL.

Human Organization, 28(1): 29-34,

1969.

It is argued that community festivals (such as the Calgary Stampede) function specifically to enhance community solidarity through generalized participation in tension-release behaviour. The present study was based on observations made during a systematic "pub-crawl" on two evenings of the week-long Stampede which is held every July in Calgary, Alberta. It was hypothesized that participation in the Calgary Stampede (as measured by bar behaviour) would be high among middle-class people and low among lower-class people. More specifically, patrons of middle-class drinking establishments during the Calgary Stampede would exhibit more festival-related aggressive/expressive behaviour than patrons of lower-class drinking establishments. Observations of behaviour in 9 drinking establishments during the Calgary Stampede confirmed the initial hypothesis. Middle-class customers were obviously engaging in more spontaneous expressive behaviour than either lower- or upper-class patrons. The Stampede week, therefore, seems more "functional" for people who tend to be inhibited in their daily lives, and who look forward to the "green light" of tolerated deviance during a community festival. The findings suggest that community festivals held in cities such as Calgary reflect social class structure, but do not "function" to reinforce social solidarity of members of different social class status groups. The Calgary Stampede, according to these observations, is a middle-class "binge", suggesting that even socially-approved deviant behaviour is endogamous. In a sense, the Calgary Stampede does serve to partially invert social class structure by allowing middle-class celebrants to indulge in the spontaneous and aggressive behaviour permitted to members of the lower class throughout the year.

- 102 Pearson, D.C.

A Study of the Relationship Between Taverngoing and Alcohol Abuse.

Ph.D. dissertation, Washington State University, U. Microfilms

No. 7923509,

1979.

This study develops a model for examining the implication of frequent taverngoing in self-perceived alcohol abuse. The analysis focuses on the social/structural and social/psychological determinants of frequent taverngoing and self-perceived alcohol abuse. The study is based on a secondary analysis of data gathered from the National Opinion Research Center (N.O.R.C.). The population included a stratified probability sample of English-speaking persons 18 years of age and over living in non-

institutionalized settings within the contiguous United States. Through the analysis, a "profile" was developed of the frequent taverngoer and the self-perceived alcohol abuser. The profile of the frequent taverngoer was a person who was young, male, single, employed, and non-religious. In addition, the person was not anomic, and liked to socialize with friends frequently. This was confirmed by step-wise multiple regression analysis, which showed that the best predictors of frequent tavernggoing were: (1) socializing with friends; (2) sex; (3) marital status; and (4) age. The profile of the self-perceived alcohol abuser was one who was young (less than 25), male, employed, non-religious, and liked to socialize with friends. In addition, and most importantly, the profile of the self-perceived alcohol abuser included the fact that he was more likely to be found among frequent tavernggoers than among those who were not frequent tavernggoers. This final finding was also confirmed by a step-wise multiple regression which showed that the best predictor of self-perceived alcohol abuse was frequent tavernggoing. Frequent tavernggoing accounted for over three-fourths of all the variance that could be explained. These findings were discussed in terms of their relevance and application to social learning theory. In addition, the potential social policy implications of the relationship between frequent tavernggoing and self-perceived alcohol abuse were discussed.

- 103 Plant, M.A., Kreitman, N., Miller, T.-I., and Duffy, J.  
OBSERVING PUBLIC DRINKING.

Journal of Studies on Alcohol, 38(5): 867-880,

1977.

Field work was carried out at 6 public bars in Edinburgh, Scotland. The bars were a varied but non-random group chosen for this pilot study. Three pairs of observers posed as ordinary drinkers. One pair, seated near the bar, counted all beer, spirits, and wine dispensed for consumption. The second pair counted all those entering the bar. The third pair of observers recorded the consumption of a sample of drinkers. Observations were carried out on Mondays, Tuesdays and Wednesdays, during lunchtime and evening hours. The aims of the study were: 1) to assess inter-observer reliability in counting the number of alcoholic drinks consumed by patrons of public drinking establishments; 2) to evaluate the feasibility of using a non-randomly selected sample of drinkers to represent all those drinking in a public bar; 3) to ascertain inter-observer agreement in classifying the age, sex and social class (manual or nonmanual labour) of the sample by their appearance; and 4) to determine the relationship between the time a customer spent in a bar and the amount of alcohol he drank. The observation of the number and type of drinks sold in public bars appears to be reasonably reliable. Agreement between observers might be expected to be lowest under 2 extreme conditions: when a great number of drinks is being sold so that observers might miss some sales, or when the sales are low, in which case omitting to count 1 or 2 transactions may represent a large percentage discrepancy. Although the sample of patrons was not random for political reasons, the average consumption obtained for both the sample and the larger group was quite similar. The authors caution, however, that if used across a series of occasions, this observational technique of using a non-random sample is unlikely to reflect a systematic bias, but that findings from a single session should be viewed with discretion. The authors found that time estimation as a method of assessing the variability of consumption was not that accurate. The consumption of

the heaviest drinkers was underestimated by this technique. In addition, the correlation between consumption and time varied with type of beverage and sex of drinker. The authors felt that at least 2 observers were necessary even if their reliability had been established, since attention was better sustained if they worked as a pair, and they were also less open to being involved in conversation by others. It is envisaged that the observational method may be of most value when used in conjunction with surveys in small communities, preferably those where most of the drinking is believed to be done in public.

- 104 Plant, M.A., and Miller, T.-I.

DISGUISED AND UNDISGUISED QUESTIONNAIRES COMPARED:  
TWO ALTERNATIVE APPROACHES TO DRINKING BEHAVIOUR  
SURVEYS.

Social Psychiatry, 12(1): 21-24,

1977.

Surveys based upon self-reports of drinking habits are likely to produce an underestimate of consumption patterns. In order to investigate whether some approaches produce more accurate results than others, a "disguised" interview schedule, presented as part of a health and leisure survey, was compared with an "undisguised" schedule, presented as part of a survey of smoking and drinking habits. The surveys were conducted between May and July 1975 in Edinburgh on a total of 149 respondents. Results indicated no advantage in disguising a survey of drinking habits as a health and leisure investigation. Neither overall contact rate, refusal rate nor mean reported alcohol consumption were affected by the use of these alternatives. The disguised schedule produced a significantly higher mean reported alcohol consumption than the undisguised schedule in the working-class area surveyed, while the reverse occurred in the middle-class area.

- 105 Popham, R.E.

THE SOCIAL HISTORY OF THE TAVERN.

In Israel, Y., Glaser, G., Kalant, H., Popham, R., Schmidt, W.,  
and Smart, R. (eds.), Research Advances in Alcohol and  
Drug Problems. New York: Plenum Press, Vol. 4, 225-302,

1978.

One can no longer say that the tavern as a subject of study is neglected, but there certainly remain many important gaps in our knowledge of it: historical and epidemiological, as well as sociological. The present essay is concerned with the first of these aspects, and seeks to provide a broad social historical overview of the role of the tavern from its origin to the present time. To this end, the role of the tavern was examined in each of the major periods of Western world history, in relation to changes in drinking patterns and to shifts from a predominantly rural to an urban way of life. Attention was confined to the taverns of the English-speaking peoples, and of those ancient civilizations in which the cultural heritage of these people has its roots. The author sums up the paper with the suggestion that the tavern, in providing a place where persons with common views and grievances might gather to talk freely, in an atmosphere conducive to relaxation and fellowship, has frequently represented a threat to some aspect of the existing social system, or conversely, a symbol of resistance to change in that system:

and that this, rather than its contribution to the problems of alcohol, has often been the primary reason for opposition to it.

- 106 Popham, R.E.  
**THE URBAN TAVERN: SOME PRELIMINARY REMARKS.**  
*Addictions*, 9(2): 16-28, 1962.
- If we are to acquire anything approaching an adequate understanding of the nature of alcoholism, it is clear that we have to learn as much as possible about the social contexts in which drinking (whether pathological or not) occurs. The tavern is one such context; one in which perhaps a third of all drinking is done in the urban North American community. Moreover, it is easier to study than many of the other settings in which drinking occurs. The home and private club, for example, are much less accessible to the student of drinking behaviour. The present study, which was conducted over a period of 6 years, was exploratory in character. The objective was purely to understand drinking behaviour in general, and social factors influencing it. The approach was many-sided and included consideration of historical aspects, an examination of certain widespread notions about the influence of the tavern on drinking behaviour, and, most particularly, field work designed to provide a picture of the social life associated with the contemporary tavern in 1 metropolitan centre. Beer halls, beverage rooms, cocktail lounges, pubs, inns, and so on, are included in the meaning of the term "tavern" here.
- 107 Popham, R.E.  
Working Papers on the Tavern: 1. Social History of the Tavern.  
 Addiction Research Foundation, Toronto, Substudy #808, pp. 66, 1976.
- The study to be reported, in part, in this series of 3 working papers was begun over 20 years ago. The first paper includes a review of the historical literature, some further data on the role of the tavern in social change, and a social historical overview. The second paper attempts to provide a detailed account of the legislative history of the tavern in Ontario over the 200 year period from 1774 to 1974. The third paper offers a review of the literature on the modern tavern, and some observations of contemporary (i.e. 1952-56) tavern life from the perspective of both the fieldworker and a sample of alcoholic clinic patients. The term "tavern" is used throughout in a generic sense to denote an establishment in which any type of alcoholic beverage is sold to the public for on-premise consumption with or without meals. The role of the tavern was examined in each of the major periods of Western world history, in relation to changes in drinking patterns and to shifts from a predominantly rural to an urban way of life. Attention was confined to the taverns of the English-speaking people, and of those ancient civilizations in which the cultural heritage of these people has its roots.
- 108 Popham, R.E.  
Working Papers on the Tavern: 2. Legislative History of the Ontario Tavern, 1774-1974.  
 Addiction Research Foundation, Toronto, Substudy #809, pp. 42, 1976.

This is the second in a series of 3 working papers on the tavern. A search of the statutes for the 200-year period from 1774 to 1974 inclusive revealed a total of 114 imperial, federal or provincial acts directly concerned with the licensing, regulations, or prohibition of taverns in the province. This legislation--more than 1 act every 2 years on the average--represented a large part of all liquor legislation over the period. Summaries of the more important acts and a complete list of the relevant statutory references are provided in the Appendices.

109 Popham, R.E.

Working Papers on the Tavern: 3. Notes on the Contemporary Tavern.

Addiction Research Foundation, Toronto, Substudy #1232, pp. 129, 1982.

This is the last in a series of three working papers resulting from a study of the tavern. The first provided a review of the historical literature and attempted to describe the social history of the tavern as a distinctly urban phenomenon; the second outlined its legislative history in Ontario; and the present working paper contains the principal results of a field study of the Toronto tavern conducted in the years 1952-56. The methods employed were primarily those of the ethnographer: participant observation, formal and informal interviewing, and the use of informants. The data so obtained were supplemented through the use of a novel variant of the informant method, namely, small group discussions with alcoholic patients. These discussions were conducted after most of the fieldwork had been completed and served to confirm and extend information obtained by the latter means. Available documentary statistical and survey data indicated that in 1950, tavern drinking accounted for about 29% of all alcohol consumed in Toronto, and that probably about 36% of users were more or less regular patrons. Among the 145 taverns in the area, five types were distinguished: Neighbourhood taverns, Skid-row taverns, Downtown bars, Brothel taverns, and a Gay bar. Descriptive materials pertaining to each of these are provided, together with data on the characteristics of regular patrons, their drinking habits, the prevalence of alcoholism among them, and the role of geographic proximity and other factors in the choice of a favourite tavern. Special attention is given to the tavern functionary and his important role in the achievement, maintenance and loss of regular status, in patron selection and in determining drinking behaviour.

110 Popham, R.E., and Yawney, C.

The Symbolism of Drinking: A Culture-Historical Approach,

by Jellinek, E.M.

Addiction Research Foundation, Toronto, Substudy #219, pp. 20,

1965.

The symbolism of beverages and of the act of drinking is an extremely neglected topic in alcohol and alcoholism research. What led to the present inquiry is the fact that the act of drinking is an extremely old custom, one which has persisted for thousands of years despite the fact that it was realized that there were potential dangers in the custom; and despite the fact that there has always and universally been at least some opposition to it, and even at times, highly systematic attempts at eradication. Moreover, in those thousands of years, there have been vast cultural changes: a great many customs have come and gone. This one, however, has endured, which surely

suggests that it has a profound meaning for man. This paper offers an explanation of the meaning and symbolism of drinking.

- 111 Ratcliffe, W.D., and Caverhill, K.M.

Types of Patrons in Edmonton Beverage Rooms.

Alberta Alcoholism and Drug Abuse Commission, Edmonton,  
Working Report, October, pp. 10,

1978.

This study was designed to obtain information on the major types of patrons that frequent licensed beverage rooms in the city of Edmonton. It is generally assumed that different types of patrons have different drinking patterns and exhibit different types of behaviour in licensed premises. In lieu of collecting detailed information on all individuals attending beverage rooms, it was decided to interview persons with considerable experience working in the licensed premises--Alberta Liquor Control Board inspectors. These persons have spent large amounts of time in the unobtrusive observation of patrons in the licensed premises of interest. In June of 1978, 5 inspectors agreed to be interviewed. The interview procedure involved 3 steps. First, 3 inspectors were asked individually to identify the most common types of patrons that they regularly saw in the beverage rooms that they visited in Edmonton. Seven different types of patrons were identified and described. In the second step of the interview procedure, a fourth inspector was asked to add to the description and types if he felt it necessary. This inspector was then given a list of 73 beverage rooms and asked to indicate up to 3 types of patrons which dominated each tavern. In the third step, all 5 inspectors were also asked to indicate the first, second, and third most dominant types of patrons for each of the beverage rooms. It would appear that the beverage rooms in Western Canada are still sufficiently large so as to reduce the probability of them becoming totally dominated by 1 particular type of patron. For the most part, 3, 4, and 5 different groups appear to be represented in the typical beverage room. It is the inspectors' impression that persons involved in manual labour (skilled and semi-skilled) constitute the largest proportion of patrons in Edmonton beverage rooms. In addition to this group, 2 categories of young people (Young Adult/College and Young Tough), as well as Office and Business Workers are viewed as making up sizeable proportions of those persons who frequent these beverage rooms.

- 112 Ratcliffe, W.D., Gruber, G.P., and Flanders, P.L.

Physical Characteristics of Edmonton Beverage Rooms.

Alberta Alcoholism and Drug Abuse Commission, Edmonton,  
Working Report, November, pp. 13,

1978.

Seventy-three beverage rooms in Edmonton were visited during June and July of 1978 by an observer, either during the day or evening. The observer carried the classified section of the newspaper, and recorded observations in such a way that feigned job hunting. The study was designed to: 1) document some of the physical characteristics of beverage rooms in the city of Edmonton thought to be useful in subsequent research; 2) increase familiarity with beverage rooms in general and with Edmonton beverage rooms in particular; and 3) provide some staff training in the collection of observational data in natural settings. All 3 objectives were met with

varying degrees of success. It is important to document games, dancing and other forms of amenities such as television or live entertainment, which may serve as diversions from continuous drinking. It could also be suggested that such physical characteristics as lighting, spaciousness, conditions of furnishing, and general theme and decor are potentially useful factors in predicting drinking patterns. As a result, attempts were made in this study to record information on a variety of physical characteristics. A few of the measures of physical characteristics considered in this study provided little in the way of useful research information. Some characteristics were easier to measure than others. For example, counting the number of pool tables was a simpler task than rating the sense of spaciousness. In general, those variables concerned with the general atmosphere within the beverage room were less reliably recorded. Variables such as cleanliness, conditions of furnishings, decor, were less amenable to precise definition. Identifying problems associated with measuring such variables proved useful for the purposes of staff training.

- 113 Ratcliffe, W.D., Nutter, R.W., Gruber, G.P., Caverhill, K.M., and Flanders, P.L.

Unobtrusive Observation in Taverns and Lounges: A Developing Methodology.

Alberta Alcoholism and Drug Abuse Commission, Edmonton,  
Technical Report, October, pp. 24,

1979.

This paper reports on the development of procedures for collecting systematic observations unobtrusively on patrons drinking in taverns and lounges. These procedures are based on those used elsewhere by other researchers, and were developed and refined through a series of studies by the present authors. This report deals with a number of technical matters about the procedures, primarily of interest to researchers and those responsible for research and policy in the area of drinking in public places. This report was designed to serve as a resource document for further observational studies in public drinking establishments. There are 2 major sections to this report. The first part describes the detailed procedures and apparatus actually used to collect observations on patrons in Edmonton in 1978 and 1979. The second part of the report provides a description of a series of studies conducted to determine how similar the results were 1) when different investigators observed the same patrons, and 2) when repeated observations were collected in the same settings. This section reports primarily on the reliability of the procedures used for collecting information on patrons in Edmonton lounges and taverns. A number of problem areas are identified in this section.

- 114 Ratcliffe, W.D., Nutter, R.W., Hewitt, D., Caverhill, K.M.,  
Flanders, P.L., and Gruber, G.P.

Amenities and Drinking Behaviours in Beverage Rooms.

Alberta Alcoholism and Drug Abuse Commission, Edmonton,  
Research Report, June, pp. 16,

1980.

Patrons' drinking behaviours may be influenced by manipulatable characteristics of the public establishments in which they drink. The identification of these characteristics is an important prerequisite for

environmental designs aimed at fostering moderate public drinking. In an effort to moderate drinking, games and dancing have recently been introduced into many beverage rooms in Alberta. This study, conducted in August 1978, was designed to assess the impact of these changes by examining drinking patterns associated with the use and availability of these amenities. This study examined patrons' drinking behaviours in 6 types of beverage rooms: half provided dancing and half did not; one third provided no games, one third provided 1 to 4 games, and one third provided 5 to 15 games. During the evening hours Monday through Friday, 180 patrons were observed unobtrusively throughout their stay in 18 beverage rooms. The observers worked in pairs, each recording their data on a concealed tape recorder using a throat microphone and remote switch. Patrons' beverage type, amount, rate and duration of drinking, along with gender, estimated age, and social context in which drinking occurred were recorded. Patrons who participated in dancing or playing the games stayed longer and drank more than other patrons. Patrons who danced also drank slower than their non-dancing counterparts. However, games and dancing were related to drinking behaviours only to the extent that they were used. The mere presence of a dance floor or a games area was not related to the drinking behaviours of non-participants in any significant way.

- 115 Ratcliffe, W.D., Nutter, R.W., Hewitt, D., Flanders, P.L.,  
Caverhill, K.M., and Gruber, G.P.  
Drinking Behaviours in Lounges and Taverns.  
Alberta Alcoholism and Drug Abuse Commission, Edmonton,  
Research Report, June, pp. 10, 1980.

Previous observational studies suggest that drinking rates are lower in lounges than in taverns. The genteel lounge atmosphere has been assumed to foster more moderate drinking rates. In this study, conducted in August 1978 and March 1979 in Edmonton, the drinking behaviour of lounge and tavern patrons was systematically and unobtrusively observed. To control for factors associated with different drinking patterns, 3 subsamples of lounge and tavern patrons were compared: females drinking with others, males drinking with others, and males drinking by themselves. The observers worked in pairs, each recording observations on a concealed tape recorder equipped with a throat microphone and remote switch. Data collected on patrons included gender, duration of stay, type of drink, amount consumed, and social context. Ninety-four patrons in three lounges, and one hundred and eighty persons in eighteen taverns were observed. The findings provided no support for the contention that the genteel lounge atmosphere is associated with substantially lower drinking rates. However, female tavern patrons stayed longer and drank more than female lounge patrons.

- 116 Ratcliffe, W.D., Nutter, R.W., Hewitt, D., Gruber, G.P.,  
Caverhill, K.M., and Flanders, P.L.  
Drinking Patterns of Standing and Sitting Lounge Patrons.  
Alberta Alcoholism and Drug Abuse Commission, Edmonton,  
Research Report, June, pp. 10, 1980.

In order to develop effective policy aimed at fostering moderate drinking in public establishments, it is important to identify malleable environmental

factors associated with different drinking behaviours. In this study, patrons standing and sitting in lounges were observed systematically and unobtrusively, and their drinking behaviours compared. The 3 main questions which guided this study were: 1) How do the drinking patterns of patrons who are seated compare with those using the high table areas? 2) How and by whom are high-table areas used? 3) What are the implications of introducing stand-up areas in taverns? Four lounges were visited by a pair of observers on the same day of the week for three consecutive weeks during March 1979. Observers worked in pairs, each recording observations on a concealed tape recorder equipped with a throat microphone and remote switch. Data collected on patrons included gender and estimated age, body type and approximate weight, group size, social context, duration of stay, number and type of drinks, and primary activities. Information was obtained for 29 standing and 94 sitting patrons. The stand-up area was used almost exclusively by male patrons and mostly by solitary males. Typically, solitary standing patrons stayed for shorter periods of time, did not mingle, and drank faster than solitary patrons seated at tables. Group drinkers did not differ significantly. Some implications of these findings are discussed.

- 117 Ratcliffe, W.D., Nutter, R.W., Hewitt, D., Gruber, G.P., Flanders, P.L., and Caverhill, K.M.

Drinking in Taverns: A 15-Year Comparison.

International Journal of the Addictions, 17(5): 869-877,

1982.

This study was conducted to compare the drinking behaviour of similarly defined tavern patrons drinking in the same taverns over a 15-year time span. The first study was conducted in 1963 and the second in 1978. Patrons and tavern settings similar to those observed in Sommer's (1965) study were chosen for comparison. In November and December of 1978 and January of 1979, observations were made on 130 patrons in the same 9 taverns in Edmonton. The observers worked in pairs, recording their observations on a concealed tape recorder, using a throat microphone and remote switch. Data were collected on duration of stay, age, type and number of drinks, rate of drinking, and social context. The study indicated that solitary patrons drank more moderately in 1978 than similarly defined patrons did in the same taverns in 1963. A number of comparisons were made to examine possible relationships between "liberalized" liquor regulations and changes in patrons' drinking. The results indicate that liberalizing liquor regulations does not necessarily lead to more abusive drinking. As a group, 1978 patrons drank slower and their drinking rates were less variable than 1963 patrons.

- 118 Reid, J.B.

STUDY OF DRINKING IN NATURAL SETTINGS.

In Marlatt, G.A., and Nathan, P.E. (eds.), Behavioral Approaches to Alcoholism. New Brunswick, N.J.: Rutgers Center of Alcohol Studies, 58-74,

1978.

The purpose of this paper is to urge investigators to place greater emphasis on observational methodology to create an additional data base from which to evaluate and even generate theoretical hypotheses about alcoholism. An attempt is made to show that a historical disinterest in the collection of systematic observation data by theorists in the area of alcoholism may have

led to a serious under-estimation of the degree to which problem drinkers vary across time and situations in their consumption of alcohol. An attempt is made also to show that recent laboratory and clinical studies provide an empirical basis for the assumption that situational, cognitive and motivational variables are potent determinants of drinking patterns. Finally, the strengths and weaknesses of an observational approach to the study of drinking (in terms of validating laboratory findings and generating testable hypotheses) are discussed in the context of a modest study of drinking in a barroom setting. This observational study in a natural bar setting was designed to approximate closely the experimental design employed by Caudill and Marlatt (1975) in which Ss were exposed to either warm or cold models who drank at high or low rates. Systematic research in natural settings can provide generalizability checks on laboratory studies. The author points out that an examination of drinking patterns across a variety of settings may well provide critical information on situational and social determinants of drinking behaviour. He suggests that natural data be collected in the home setting, in the parks and alleys of Skid Row areas, at cocktail parties, or on airplanes.

- 119 Reitzes, D.C., and Diver, J.K.

GAY BARS AS DEVIANT COMMUNITY ORGANIZATIONS:  
THE MANAGEMENT OF INTERACTIONS WITH OUTSIDERS.

Deviant Behavior: An Interdisciplinary Journal, 4: 1-18,

1982.

The central argument of this paper is that a diverse set of encounters with non-gays may aid both gays and their community in the development of expressive-instrumental activities and in the maintenance of horizontal-vertical ties. The 4 outsider roles of antagonist, guest, competitor, and customer serve as counter roles that aid in the creation and maintenance of gay identity. Data collected by a female observer in 1979/80 in 10 Atlanta area male homosexual bars serve as the basis for investigating the process by which different kinds of bars define the role of outsiders and manage interactions through the use of location, announcement, screening, interior design and appearance. Each bar was visited at least twice, once alone and once in the company of a gay guide, but most were visited frequently. The observers sat or lingered at the bar, and noted their observations after the visit. Further information was obtained from gays during and after the visits to the bars. The present study links 3 conceptual themes and research traditions, which in combination provide a different vantage point for analyzing gay bars. Firstly, gay bars are approached from the perspective of deviant community structure and organization. A second theme is the creation and maintenance of the gay identity and role. The final theme is that individuals and groups seek to define and control social situations by managing and manipulating meanings.

- 120 Richards, C.E.

CITY TAVERNS.

Human Organization, 22(4): 260-268,

1964.

This paper reports on an environment common to cities--the tavern--and on a type of intimate face-to-face group formed regularly in this environment. The data were collected from 1949 to 1951 in 170 drinking establishments in

Queens and Nassau counties, New York State. In some areas, all of the drinking establishments were visited. In other areas, the drinking places visited included all of a particular sub-type. Most of the data were collected by observation, participant observation, and casual conversational interviews. The author collected the data in the role of a demonstrator for a coin-operated miniature billiard-type game which was placed in taverns. Most of the taverns were visited at least 3 times each, and some were visited on as many as 20 occasions, with the total number of visits amounting to over 1,000. Length of visit averaged slightly under 3 hours. The types of taverns visited were: 1) "home": those located off main streets drawing clientele from nearby residences; 2) "business-home": those located on business streets but not far from residences, having daytime customers who work nearby, and nighttime customers who live nearby; and 3) "secondary": those taverns attached to hotels, bowling alleys, dance halls, etc., having patrons that are primarily customers of the other enterprise and only secondary customers of the tavern. Most of the taverns visited in this study were either home or business-home establishments. The data indicate that taverns are one source of informal contacts in an urban environment. They provide a haven from some of the stresses of urban living and often become a focal point for the social life of their patrons. Tavern patrons form a primary group, an informal voluntary association which provides considerable meaningful contact with other urbanites. The tavern group, like the streetcorner society, indicates that the needs that form the gang are not confined to adolescents, but persist in adults. Patrons of the taverns analyzed in this paper belonged to socioeconomic groups lacking in membership in formal voluntary organizations. The tavern appears to provide for these people what formal organizations attempt to provide for other urban dwellers. There are indications that the tavern plays a different role in rural areas than in urban ones. Differences should exist because of the relative possible isolation of the average urban dweller compared with that of the village inhabitant. It is probable that in a village no special institutions are necessary to avoid or overcome social isolation for the average individual. In the city, the tavern provides one way for the urbanite to overcome the social isolation which might be imposed by the environment, and to make the meaningful social contacts necessary for the satisfaction of the average individual.

- 121 Riesman, D., and Watson, J.  
THE SOCIABILITY PROJECT: A CHRONICLE OF FRUSTRATION  
AND ACHIEVEMENT.  
In Hammond, P.E. (ed.), Sociologists at Work. N.Y.: Basic Books,  
235-321,

1964.

The Sociability Project was an attempt to study systematically and even quantitatively the interaction which occurs in sociable settings. Two separate studies comprise the project. The first focussed on the observation of interaction among college students who were serving on the staff of a summer camp for adults. The second focussed on party sociability and included detailed analysis of the reported conversation at 26 parties. The general object in both studies was to develop a conceptual framework for describing and analyzing sociable interaction. The Sociability Project relied on the method of participant observation, and this is a detailed reporting of the personal experience to produce an account of human behaviour in an area that had been dealt with previously in a diffuse and theoretical fashion.

- 122 Roebuck, J.B., and Frese, W.  
The Rendezvous: A Case Study of an After-Hours Club.  
N.Y.: The Free Press, pp. 278, 1976.

This book presents a case study of one after-hours club--the Rendezvous. There, an assortment of deviant and nondeviant types congregate to socialize, cavort, negotiate, and entertain one another after the legal closing hours of public drinking establishments. Unlike most studies of deviants in "the open" where the focus is on individual deviants and deviancy in a closed subculture, the focus here is on the intersection and confluence of deviants and straights and their behaviours in an odd-time, playtime setting. The research encompasses the deviant and nondeviant behaviours of several types of actors (patrons and employee types) comprising a client system within an organizational setting - a setting which, in addition to facilitating illegal behaviours, supports deviant behaviour for "straights" and nondeviant behaviour for deviants. The analysis addresses questions such as "What is an after-hours club?", "What does it look like?", "How is such a place possible?", "What goes on in such a setting?", "Who goes there?", "When?", "To do what with whom?", "Where in the setting?", "What are the consequences of these goings-on?". The methodological strategy involves the triangulation of multiple data sources: member participation, participant observation, key informants, in-depth interviews, and secondary sources (criminal records).

- ✓ 123 Roebuck, J., and Spray, S.L.  
**THE COCKTAIL LOUNGE: A STUDY OF HETEROSEXUAL  
RELATIONS IN A PUBLIC ORGANIZATION.**  
American Journal of Sociology, 72: 388-395, 1967.

This paper covers a body of data in a relatively neglected area of research, namely, the social life found in a high-status public organization, the cocktail lounge. Through a 2-year study of an upper- and upper-middle-class cocktail lounge in a middle-sized Californian city, the authors attempted to find out who frequents a cocktail lounge and for what reasons. Using a variety of methods, data was gathered on patrons. One method used was having the employees of the lounge record information acquired by overhearing conversations of, or speaking directly to, 60 regular and irregular patrons, over a 2-year period. The second method of data-gathering was that of participant observation. For the 2-year duration period, the researchers made a minimum of 2 visits per week to the lounge and observed and participated in the group. In addition, each of the 60 members of the study sample were informally interviewed on 3 separate occasions over the 2-year period, each interview lasting approximately 1 hour. The data indicated that the cocktail lounge was frequented by regular patrons who engaged in organized activities around which stable expectations for "proper" behaviour had developed. The major function of the cocktail lounge was the facilitation of casual sexual affairs between high-status married men and young, unattached women. The organization of the cocktail lounge is described, and the relationship between activities in the lounge and outside social ties is discussed.

- 124 Rosenbluth, J., Nathan, P.E., and Lawson, D.M.  
ENVIRONMENTAL INFLUENCES ON DRINKING BY COLLEGE  
STUDENTS IN A COLLEGE PUB: BEHAVIORAL OBSERVATION  
IN THE NATURAL ENVIRONMENT.  
Addictive Behaviors, 3: 117-121, 1978.

Forty-six men and thirty-six women ranging in age from eighteen to twenty-two years, were randomly selected and observed while they were drinking beer at the Douglass-Cook pub, a Rutgers University-sponsored beer parlor. Two-person teams of observers unobtrusively recorded Ss's consumption in terms of glasses of beer consumed and the rate of consumption (sip rate), as well as sex and group size. Males drank significantly more than females. Drinkers, male and female, drank more in groups than in dyads. Males and drinkers in groups drank faster than females or drinkers in dyads. Same-sexed dyads were associated with less rapid beer consumption than mixed-sex dyads. In other words, the sexual composition of the students' drinking group, as well as its size, played a role in their consumption patterns. These data suggest strongly that the environment within which drinking occurs plays an important role in the nature and extent of that drinking, a role no less important than the identity and drinking history of the drinker.

- 125 Saunders, B., and Richard, G.  
"IN VIVO VERITAS": AN OBSERVATIONAL STUDY OF ALCOHOLICS'  
AND NORMAL DRINKERS' PATTERNS OF CONSUMPTION.  
British Journal of Addiction, 73: 375-380,

1978.

Previous observational studies, undertaken in artificial settings, have found differences in the drink preference, sip size and rate of ingestion for alcoholics when compared to social drinkers. In this study, data was collected blind from 11 alcoholics (4 females) and 11 normal drinkers (4 females) ranging in age from 30-50 years, who were consuming their alcohol in a Scottish bar. The Ss were unaware of their being observed. Unaware of which group the S belonged to, the observer recorded type and size of drink, number of sips per drink, and duration of drink. The previously found differences were not apparent in this study, and this disagreement questions the validity of using certain specific drinking behaviours as targets for the modification of alcoholics' drinking style.

- 126 Schaefer, J.M.  
SUPPLY SIDE PREVENTION (OR HOW PUBLIC EDUCATION AND  
BUSINESS INCENTIVES CAN REDUCE ALCOHOL RELATED  
PROBLEMS).

Alcohol and Other Drug Abuse Programming, University of Minnesota,  
St. Paul, Minnesota, pp. 17, 1982.

Alcohol abuse may be reduced using some seldom thought of resources in every community. A frequently forgotten resource in abuse prevention is the city council. The council could set local ordinances to force bars in communities to show affirmative action on reducing alcohol abuse problems as a condition of liquor license renewal. Other resources usually overlooked are bars, liquor stores, restaurant bars, grocery stores, and the insurance industry. Businesses that profit from the sale of alcoholic beverages have a

responsibility to ensure the community that their business does not endanger the health, safety and welfare of that community. Business incentives can be set up to reduce alcohol abuse.

- 127 Shold, R., and Morgan, R.  
BARTENDER ALCOHOL AWARENESS PROGRAM.  
Abstracts and Reviews in Alcohol and Driving, 3(10-12): 15-18, 1982.

In May of 1981, the City Council of Madison, Wisconsin, passed a unique city liquor ordinance--all applicants for liquor licenses are required to first successfully complete a 12-hour Bartender Alcohol Awareness Program (BAAP). BAAP is a 12-hour minimum competency program focussing specifically upon Madison liquor ordinances, police enforcement policies, applicable statutes and court decisions, alcohol attitude exercises, calculation of BAC level, drinking and driving law, alcoholism and treatment, and responsible marketing of alcoholic beverages. The instructional goals of BAAP are to increase students' knowledge of these topics and to heighten their awareness of their own attitudes toward the use and misuse of alcohol.

- 128 Single, E.  
STUDIES OF PUBLIC DRINKING: AN OVERVIEW.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy: Proceedings of a Symposium on Observation Studies.  
April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research Foundation, 5-34, 1985.

This paper reviews the recent literature on public drinking behaviour. The study of public drinking can be justified on at least 2 major grounds--as epidemiological research in that public drinking constitutes a large portion of total alcohol consumption, and as basic research on the etiology of drinking problems in that public drinking constitutes a high portion of heavy drinking occasions and contributes to the development of alcoholism. Two major conclusions can be made regarding the literature on public drinking. First, the amount of research on this topic is relatively sparse. Only 15 studies have ever been conducted in Canada. Major methodological approaches have yet to be tried. There has never been a general population survey on the national or provincial level concerning the correlates of tavern-going. There have been no experimental barroom studies, no media studies and no community studies. The second general conclusion is that tavern studies to date have been largely atheoretical. Most studies have been ethnographic and descriptive in their approach, with no attempt to develop theoretical models to explain findings. Observation studies of tavern behaviour would profit from a greater attention to policy issues and to the development of theoretical models.

129 Skog, O.-J.

DRINKING BEHAVIOR IN SMALL GROUPS: THE RELATIONSHIP  
BETWEEN GROUP SIZE AND CONSUMPTION LEVEL.

In Harford, T.C., and Gaines, L.S. (eds.), Social Drinking Contexts.  
NIAAA Research Monograph #7, Proceedings of a Workshop,  
Sept. 17-19, 1979, Washington, D.C., 121-137,

1981.

The purpose of this discussion is to try to reconcile 2 important observations. First, experimental studies have produced results suggesting that group drinkers are more strongly influenced by high-rate drinking companions than by low-rate companions. Second, observational studies suggest that people drinking in large groups tend to consume more than people drinking in small groups. The first observation may partly explain the latter one. Asymmetric relations are at least one of the mechanisms which may explain the observed differences between groups of different sizes. However, numerical results obtained from this asymmetry model indicate that the alleged asymmetry predicts differences in consumption level that are too small, as compared to observed differences. The asymmetry model, in addition, does not predict significant differences beyond a group size of 5-6 persons. Hence, other factors must also be operating, and the observed differences are likely the joint effect of several causes. It should not be difficult to determine by experimental methods, to what extent group dynamic processes are responsible for the positive correlation between group size and consumption level.

130 Smith, M.A.

BREWING INDUSTRY POLICY, THE PUBLIC HOUSE, AND  
ALCOHOL CONSUMPTION PATTERNS IN THE U.K.

The Centre for Work and Leisure Studies, University of Salford,  
U.K., pp. 28,

n.d.

The objectives of this paper are twofold: firstly, to trace the antecedents and characteristics of brewery growth, particularly those factors which have led to a situation where over 70% of the U.K. production of beer is now controlled by a small number of brewing companies; and secondly, to explore more fully the social aspects of the "product" itself, in particular who drinks what and where they drink it. There does seem to be a decisive spread of alcohol consumption and public house usage when judged in occupational-class terms against the historical stereotype. There has also been a deliberate attempt by brewers to promote alcohol consumption as an integral aspect of social life, and this has been linked to the 'improved pub' policy, and the cumulative effect of licensing-planning policy. There is no doubt that drinking is one of the important activities which occurs in the public house. The social dimensions of drinking behaviour, and the particular ways in which alcohol facilitates interaction participation, may reveal in general much about the structuring of sociability in one of the most visited of leisure contexts, and one which has been largely absent from the sociological perspective.

- 131 Smith, M.  
AN EMPIRICAL STUDY OF A ROUGH WORKING CLASS PUB.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy: Proceedings of a Symposium on Observation Studies.  
April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research Foundation, 139-152, 1985.

The participant as observer process was undertaken by the researcher in a rough pub in England, "The Hole in the Wall". The period of observation was 3 months, with visits occurring in the 5-7 p.m. period, 8:30 p.m. to closing time period, and lunchtime periods, weekdays and weekends. Visually the pub was rough and its participants rough. In terms of its regulars, who were the majority of users, it was a male world, combining the physical toughness of work and unemployment. It was a social world of hard drinking, sharp sexual stereotypes, pub mates, and a roughness which was natural to the way of life of its users. The paper focuses on social usages of public house space, social relationships and sexual stereotypes, the publican's role, and normative de-regulation and social control.

- 132 Smith, M.A.  
THE PUB AND THE PUBLICAN. A PARTICIPANT-OBSERVER STUDY OF A PUBLIC HOUSE.  
The Centre for Work and Leisure Studies, University of Salford, U.K., 1981.

This monograph is concerned with developing a sociological understanding of the public house. The researcher became a participant-observer for a 6-month period in 1 public house in England, "The Nelson". The Nelson would fit into the category of "traditional working class", situated close to the centre of a large town, inside a pre-war housing area but on the route to a nearly middle class housing area. Three usage dimensions of public house space are differentiated--public, negotiable and private--and related to the types of groups using the pub and the focal interests of users. The importance of the publican's role is examined, as well as an analysis undertaken of the social control strategies deployed by the publican. Attention is paid to the normative, relational and activity pervasiveness of role elements and a role model is derived from the participant-as-observer process.

- 133 Smith, M.A.  
THE PUBLIC HOUSE, LEISURE, AND SOCIAL CONTROL.  
The Centre for Work and Leisure Studies, University of Salford, U.K., 1982.

The objectives in this monograph are twofold: firstly, to examine attempts which have been made, both legal and social, to control the sale and consumption of alcohol, in terms of the particular constraints imposed on the public drinking house; and secondly, to probe the historical social usages of the public drinking house context--particularly its linkages to the 'under mass' of the population, their recreation patterns and culture, with some emphasis on both the sensuality and masculinity fostered by such a context. It will be clear in such a strategy that an attempt is being made to avoid a

strict historical and chronological account of the development of the public drinking house, partly because the purpose here is not to focus on the history of alcohol. Neither, thus, is this strictly an historical account of alcohol drinking patterns. Rather, as a sociological enquiry, the purpose is to attempt a critical appraisal of the framework of social constraints which have influenced the nature and usage of a ubiquitous social context, particularly in terms of the changes characteristic of urban industrial society.

134 Smith, M.A.

**PUBLIC HOUSE PARTICIPATION PROFILES:  
INTERVIEWS WITH PUB PARTICIPANTS.**

The Centre for Work and Leisure Studies, University of Salford,  
U.K., pp. 55,

1983.

The main aim in this monograph is to report upon patterns of public house usage in England as revealed by interviews with some participants in 3 types of public houses. Seven areas of participation formed the substance of the interviews undertaken: 1) the when, where and how of pub visiting by regular users; 2) the reasons for visiting the pub, different types of pubs, and changes in pubs; 3) drink and drinking aspects of participation; 4) games and entertainment aspects of participation; 5) friendship and sociability aspects of participation; 6) women's usage of the public house; 7) the role and role-style of the publican. The 3 types of public houses concerned can be defined as 'rough', 'respectable', and 'posh'—to use the categories deployed by 'regulars'. Defined more 'sociologically', the pubs approximate working class and middle class types adjudged by geographical location and the social characteristics of the dominant groups of users. What emerged was how little age and life-cycle stage seemed to be primary factors in the social matrix of public house participation. They did not seem to be especially important in male-female differences in usage or in influencing the overall focal interests of users. Being male or female and being working class or middle class did seem to be more important than age variations or life-cycle stage.

135 Smith, M.A.

**WORK, ALCOHOL, AND THE PUBLIC HOUSE.**

The Centre for Work and Leisure Studies, University of Salford, U.K.,  
pp. 36,

1981.

The importance of the public house in the social matrix of work-culture-class and the undoubted historical and contemporary association of alcohol and the public house with lifestyles at odds with a 'civilizing morality', have yet to be fully documented. What has been attempted here has been but one aspect of analysis of the most ubiquitous of U.K. leisure contexts and activities. The substantial claim made here is that there is an unresolved conflict between the values of lifestyles fostered by alcohol and the public drinking house and work demands and values of techno-rational efficiency. Tavern and pothouse culture and alcohol usage fostered not just a 'mental holiday', but actual irregularity in work attendance, absenteeism, and an inconvenient holiday approach to work in the pre-industrial tradition of task-oriented labour rather than timed-labour.

- 136 Sommer, R.  
**THE ISOLATED DRINKER IN THE EDMONTON BEER PARLOR.**  
*Quarterly Journal of Studies on Alcohol*, 26: 95-110, 1965.

Surprisingly, little field investigation of drinking patterns has been done. Almost all the research has taken place in clinics or hospitals, or has been based on questionnaire surveys in nondrinking environments. Field research is necessary, however, both as a check on laboratory findings and as a guide to further studies. For this reason, it seemed worthwhile to make a systematic observational study of drinkers in one of their natural habitats, the beer parlor. Two observational studies were made of drinking patterns in the men's section of all thirty-two beer parlors in Edmonton. The first study took place from June to September 1962, and the second, essentially a replication and extension of the first study, running from December 1962 to April 1963. Obtaining knowledge of the drinking patterns in Edmonton beer parlors was one goal of the study. The special focus of the investigation was the isolated drinker, the man who drinks alone in the presence of other people. It is important to distinguish between the isolated drinker and the solitary drinker who drinks alone away from other people, usually in a private dwelling or rented room. It was hoped that study of the isolated drinker might reveal something about the connection between loneliness and drinking, and indirectly, about the role of the tavern in filling social needs. The researcher, acting as a participant-observer in the bar, noted consumption during 1 hour observation periods (study 1) and throughout the drinkers' stay (study 2). A record was also made of Ss's (all males) age, dress, number of drinks, duration of stay, and group size. In the first study, it was found that the 142 group drinkers consumed more beer during the 1-hour observation period than the 142 isolated drinkers, not because they drank faster, but because they remained longer in the pub. In the second study, the 110 isolated drinkers again consumed less than the 156 group drinkers. Results indicate that the most significant item in predicting how much a man drinks, then, is not age, dress, or whether he is alone or in a group, but the length of time he stays in the pub. From a social-psychological standpoint, this means that being in a group affects consumption through the group's greater stability in remaining in 1 place rather than through a "social increment" or a gross social facilitation effect.

- ✓ 137 Sommer, R.  
**DESIGNED FOR DRINKING.**  
In Sommer, R., Personal Space: The Behavioral Basis of Design.  
 Englewood Cliffs, N.J.: Prentice-Hall, 120-131, 1969.

One can think of people's needs to consume alcoholic beverages and design efficient institutions for dispensing them; one can also think in terms of people's needs to be with others of their species and design settings where this is possible. In America today, these two needs are filled by the same institution--the tavern. Generally, it is cheaper for a person to drink at home than in the local tavern. The *raison d'être* of the tavern goes beyond the opportunity for people to drink alcoholic beverages. This fact must be understood before one can understand the social and physical form of the tavern. A man goes to a bar to drink, to see and/or meet other people. It is a place to avoid boredom and existential loneliness. A bar allows for the transformation of loneliness into alienation, with the availability of oblivion

through alcohol. The role of environmental psychology, how the physical design affects behaviour, is discussed. Our society by its legal code has made alcohol the major mind-changing agent, and this in turn has affected the evolution and form of the drinking establishment. This is one reason why it is impossible to understand the physical form of the tavern, the arrangement of the furniture, and the social relationships among the clientele, without taking into account the laws and administrative rules surrounding alcohol consumption in our society. A discussion of a series of observations in beer parlors in Edmonton, as reported in Sommer (1965) is included.

- 138 Spradley, J.P., and Mann, B.J.

The Cocktail Waitress: Woman's Work in a Man's World.

N.Y.: Wiley, pp. 154,

1975.

This book is an in-depth study of a particular role in contemporary American society. The authors applied field work methods to the study of social behaviour in a college bar, as viewed from the perspective of cocktail waitresses. They describe in detail the day-to-day lives of women and the meaning of work for women in a man's world. Female/male relationships, as well as patterns of male dominance in social interaction are examined. Among the many areas explored are division of labour in a bar, social structure and social network, joking relationships, territoriality and space, and use of fair and foul language.

- 139 Stolte, E.

THE URBAN BEER TAVERN: A STUDY OF PSEUDONYMITY.

Studies in Sociology, (Southern Methodist University, Dallas),  
2(2), Winter: 6-11,

1937-1938.

One of the most striking instances of pseudonymity is the urban beer tavern. Pseudonymity, different from the concept of anonymity denoting the state of being nameless or unknown, signifies the state of bearing a wrong or false name. Pseudonyms are used to conceal the dominant function of a wide variety of types of economic and other enterprises. In the present study, 102 beer taverns of Dallas were classified into 4 different types based on their location and distribution throughout the city: 1) downtown taverns, 2) interstitial taverns, 3) neighbourhood-community taverns, and, 4) peripheral taverns. Many of the taverns visited were doubly and triply pseudonymous, i.e. acted as fronts for 2 or 3 of the following activities: dancing, gambling, prostitution, soliciting, and liquor selling. The type of patronage in each of the 4 classes was also determined. Random samples were taken of patrons in 84 taverns and counts were made of couples, unescorted girls, male stags, and prostitutes.

- 140 Stone, G.P.

DRINKING STYLES AND STATUS ARRANGEMENTS.

In Pittman, D.J., and Snyder, C.R. (eds.), Society, Culture and Drinking Patterns. N.Y.: Wiley, 121-140,

1962.

Every human transaction is accomplished in a matrix of appearances or a shifting amalgamation of locales, settings, scenery, dress, posture, and

gesture. Appearances assist those involved in transactions to maintain continuing identifications of one another, enabling mutual empathy and underwriting the meaning of the transaction. The identifications mobilized by appearances include status assignments and appraisals, and it is the author's contention that the drinking of beverage alcohol may be apprehended as an appearance which has overriding status implications. Drinking may often have the effect of changing or consolidating the drinker's place in some larger status arrangement. Such drinking appearances are distinctive and, as such, are conceptualized as styles. Drinking styles extend beyond the conventional behavioural characteristics of drinking or incidence of inebriation to include drinking locales, their decor, and drinkers' decorum. The present report provides a secondary analysis of the interviews gathered in the Vansbury, Michigan study of clothing in the effort to discern the relevance of alcoholic drinking for the drinker's positions in the status arrangements of the community. One hundred and eighty-one adult men and women were chosen to represent a stratified random sample of occupational status. They completed 4 interviews related to clothing. Only 1 question referring to recreational activities made mention of drinking alcoholic beverages. The author suggests that the loss of dignity precipitated by disesteemed drinking behaviour may be felt more acutely by the localite, the one whose life space is bounded by his community of residence. He is more dependent upon the appraisals of those around him for his status in life than is, for example, the cosmopolite, who may leave the community for some other residence at any moment. It is the localite, then, who may be more susceptible to the therapeutic program of AA, since the rewards of the program--recouped sense of dignity, identity, and responsibility--are so meaningful to him. The characteristically non-evaluative way in which cosmopolitans look upon alcoholic drinking poses some problem for AA's therapeutic treatment of alcoholism.

## 141 Storm, T.

THE FUNCTIONAL CLASSIFICATION OF DRINKING OCCASIONS IN  
THE ANALYSIS OF ALCOHOL CONSUMPTION AND DRINKING  
PATTERNS.

Paper presented at the Alcohol Epidemiology Section, International  
Council on Alcohol and Addictions, Padova, Italy, June,

1983.

Surveys of drinking practices typically concern themselves with estimates of total alcohol consumption by individuals and its distribution in the population. It is rarely possible to examine the relations among different occasions. Two exploratory studies examining these questions are described. The first study reports an analysis of data contained in a single drinking diary over a period of 10 years. A classification of drinking occasions based on this diary is described and the relative contribution of each type of occasion is examined and related, tentatively, to changes in social circumstances. In particular, it is suggested that each type of occasion is responsive to somewhat different sets of social variables. A major distinction is made between sociable drinking occasions (parties, group drinking in public establishments, and special events) and private drinking, marking transitions in a daily routine (cocktails before dinner, after-work pub stops, nightcaps, etc.). The former contribute the major share of heavy drinking occasions, while the latter contribute a base-line level of regular

consumption of relatively small quantities. The former vary primarily with the size and familiarity of the informal social network; the latter reflect the structure of the working day and ceremonial patterns of the family or the working group. These 2 types are at least conceptually independent and perform distinct social and psychological functions. Because of the different patterns of consumption involved in each, they are associated with distinct types of alcohol-associated complications. Speculations are advanced about the effect of changes in the cost of alcohol, the availability of retail outlets, and economic circumstances, on each major type of drinking occasion and on the form and location of particular drinking events within each major type. A second study examined the contexts of drinking in a university student population and the contribution of each context to total drinking and to problems associated with alcohol. Many of the characteristics of drinking among young adults are attributable to the specific opportunities for social drinking events available in their social circumstances and the constraints on those events as opposed to the quite different opportunities and constraints surrounding drinking in older populations. On the basis of these 2 studies, some speculation about social and individual function of alcohol is proposed, and the implications of these speculations for 1) survey methodology, and 2) alcohol control policies are discussed.

✓142

Storm, T., and Cutler, R.E.

## THE FUNCTIONS OF TAVERNS.

In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy: Proceedings of a Symposium on Observation Studies.

April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research Foundation, 35-48,

1985.

A number of reviews of tavern research have dealt with the multiple functions of taverns. Taverns are places to drink. Taverns are places for recreation. Taverns are places to socialize. Taverns may act as community centres. Taverns provide a convenient cover for the pursuit of economic, political, and sexual dealings, licit and illicit. Notions like the "purchase of friendship", the "poor man's club", "sexual marketplace", and "open territory" suggest some of the reasons taverns are patronized and some of the ways they are suited to the purposes named. This paper focuses on aspects of sociability in relation to tavern drinking. It suggests 3 general questions with respect to sociability and other functions of the tavern. The first question concerns the choice of the tavern over alternative settings. The second concerns the effect of the social and physical structure of taverns on their suitability for various purposes. The third concerns the unintended effects of the tavern on the quality of life in the local community or some of its constituents. Everything people do in taverns, they could do elsewhere. Whether they choose taverns depends on the taverns' availability and suitability for a particular purpose compared to alternative settings. The policies of government and its regulatory agencies affect the amount and the character of tavern activities. Segments of the population differ in their purposes and the relative suitability of taverns to their pursuits. There is some evidence relevant to the general questions raised, but for the most part, the research remains to be done. Are there ways that the social functions of the tavern can be facilitated by deliberate policies? Can that be accomplished without increasing the incidence of heavy drinking occasions and untoward events associated with such occasions? Evidence relevant to

these questions should be a goal of researchers. Control agencies should recognize the need for evidence and use it when it is available.

- 143 Storm, T., and Cutler, R.E.

OBSERVATIONS OF DRINKING IN NATURAL SETTINGS: VANCOUVER BEER PARLORS AND COCKTAIL LOUNGES.

Journal of Studies on Alcohol, 42(11), Nov.: 972-997,

1981.

This article compares drinking in beer parlors and cocktail lounges through both an observational and telephone interview study. Four urban Vancouver beer parlors and four cocktail lounges were selected for observation on Friday and Saturday evenings in October and November of 1975. The drinking establishments were visited by 3 teams of participant observers, each consisting of 2 men. The observers unobtrusively recorded the following data for each patron observed: duration of stay, intervals between drinks, type of drink, number of drinks, sex, estimated age and weight, and group size. Data were recorded on 473 beer parlor patrons and 836 lounge patrons. Twenty-eight of the Ss observed agreed to telephone interviews for the week following the observations. The interviews provided some check on the validity of the observers' data on these Ss and at least an indication of the validity of the data on the sample as a whole. Results indicate that the interview study tended to confirm the findings of the observation study. The following was found: patrons at all locations sampled were predominantly young (three-quarters were under 30), single, in smaller groups of couples at the lounges, in larger groups, predominantly male, at the beer parlors. They drank at the rate of somewhat less than 2 drinks per hour, except for men in beer parlors, who drank faster. They drank more and stayed longer in beer parlors than in cocktail lounges. Men drank more than women, but the difference was less in lounges. The interview study, in addition, suggests that weekend patrons do not limit their drinking to a single location, and that the evening as a whole is the occasion for quite heavy drinking for a population which habitually drinks heavily compared with the general population.

- 144 Strickler, D.P., Dobbs, S.D., and Maxwell, W.A.

THE INFLUENCE OF SETTING ON DRINKING BEHAVIORS:  
THE LABORATORY VS THE BARROOM.

Addictive Behaviors, 4: 339-344,

1979.

Relatively few studies have attempted to assess the validity of laboratory analogue procedures by determining the degree to which drinking behaviours observed in a laboratory setting are related to drinking behaviours in a barroom setting. In the present study, conducted in Mississippi, Ss's drinking behaviours were monitored in a lab setting and at a local tavern, and the influence of these settings on drinking behaviours was assessed. Sixteen male college students over age twenty-one who were heavy beer drinkers were selected to participate in the study. The laboratory drinking sessions were conducted in observation rooms, whereby Ss's drinking behaviour could be observed through a 1-way mirror. Drinks were provided free by the experimenter. The barroom drinking sessions were conducted in a local pub-type bar. Concealed video recording equipment was used to record the Ss's drinking behaviour. These Ss were required to pay for their drinks. Ss were

informed of the observational procedures in both settings. The drinkers were randomly arranged into drinking pairs and were scored by the observers for sip frequency, drink duration, and ounces consumed. The results of this study indicate that drinking behaviours observed in the laboratory may be distinctly different from those observed in the barroom. The major finding was that Ss drank more beverage alcohol at a faster rate in the barroom than in the lab setting. In addition, Ss who drank the beer at no cost consumed more beer per sip than the Ss who paid for their beer. The results suggest that the stimulus circumstances relative to each setting are associated with differences in drinking style measures and quantity consumed. Thus, generalization from laboratory analogue data to drinking behaviours in natural settings would appear tenuous.

- 145 Sulkunen, P., with Alasuutari, P., Kinnunen, M., and Natkin, R.  
THE SUBURBAN PUB IN FINLAND - A MALE DOMAIN.  
In Single, E., and Storm, T. (eds.), Public Drinking and Public Policy: Proceedings of a Symposium on Observation Studies.  
April 26-28, 1984, Banff, Alberta. Toronto: Addiction Research Foundation, 117-126, 1985.

This ethnographic study of suburban pubs in Finland is an attempt to understand what happens in the pubs in terms of the cultural milieu in which they exist. The study consists of 4 elements: 1) casual observations; 2) 2 case studies of male patrons in 2 different pubs, 1 in which drinking was well controlled and the other in which the patrons defined themselves as alcoholics; 3) a study of the juke-box music in the pubs; and 4) thematic interviews with women in the suburbs who have personal contacts with regular patrons of the pub (i.e. wives, girlfriends). The observations were made in the Helsinki area, while the other aspects were conducted in 2 suburbs of Tampere. Suburban pubs were originally intended to fill the basic needs for catering services in their neighbourhood, but developed a variety of functions and a diversity in its clientele. However, they are invariably dominated by male regular patrons in terms of the norms and values prevailing within the walls of the pub. This puts a moral barrier around it that is very difficult to break. Women are welcome, but they are expected to respect the male dominance. The pub is in many ways the opposite of the home and of decent suburban life. The tension between the home and the pub is especially felt by women, for whom men's drinking is an isolating and distressing experience. The pub is only one of the many possible articulations for the structural difficulty of sexual relationships in this social context.

- 146 Thomas, A.E.  
CLASS AND SOCIABILITY AMONG URBAN WORKERS: A STUDY OF THE BAR AS A SOCIAL CLUB.  
Medical Anthropology, 2(4): 9-30, 1978.

In this participant-observation study of drinking life in an urban working class community of 50,000 people in New England, 26 bars were visited during the 4-6 p.m. after-work period, the peak time in men's bars. These hours were chosen in this study as the best time to look at the bar as a social club rather than as a public dispensing place of beer and mixed drinks. All of these bars were visited at least once between the months of July 1977 and April 1978.

Three types of drinking establishments were distinguished: the labouringmen's bar, the lounge, and the tavern hall. The men's bar is the focus of analysis throughout the article. The social life, including the role of the bartender, the regulars, drinking rituals and etiquette, social exchanges, and deviant drinking are discussed. It was found that bars serving labouringmen fill a social need for this group, and that the bars' potential for doing so is often independent of age, ethnic, or racial variables. Concepts from George Simmel's work on sociability or the play-form of association are discussed as a framework within which to view these findings.

- 147 Tomaszewski, R.J., Strickler, D.P., and Maxwell, W.A.  
INFLUENCE OF SOCIAL SETTING AND SOCIAL DRINKING STIMULI  
ON DRINKING BEHAVIOR.  
Addictive Behaviors, 5: 235-240, 1980.

The present study examined the influence of social setting cues and alcohol drinking cues on the drinking rate and amount of beer consumed by heavy social drinkers (40 University Mississippi males). The design consisted of 3 experimental conditions: 1) a social drinking condition in which the individual drank beer in the company of a beer drinking partner; 2) a social setting condition in which the individual drank with a non-drinking partner; and 3) a solitary setting, control condition. The drinking sessions were conducted in similar rooms under the guise of a memory experiment. Ss's drinking behaviour was observed for a 50-minute period through a 1-way mirror. The results indicate that social setting cues are discriminative for higher sip rates and larger amounts of alcohol consumption. Alcohol consumption in the social drinking condition did not differ from those of the social setting condition, suggesting that the discriminative influence of social setting cues was primarily responsible for the between group differences in sip rate and amount of alcohol consumed.

- 148 Waring, M., and Sperr, I.  
BARTENDERS: AN UNTAPPED RESOURCE FOR THE PREVENTION  
OF ALCOHOL ABUSE?  
International Journal of the Addictions, 17(5): 859-868, 1982.

This 1976 study is based on standardized interviews with and observations of 64 male and female bartenders in 43 bars in a small American city. Findings indicate that regardless of sex, bartenders are sensitive to their own and their customers' drinking patterns and behaviour, and are reliable reporters of the phenomenon. They are sensitive to the causes of problem drinking. Despite bar policies, they can and do exercise considerable discretion in dealing with customer behaviour associated with problem drinking. They do intervene to prevent drunk driving. A majority are positive about taking courses in alcohol education with the aim of assisting their customers. Bartenders, then, are prime candidates for assisting in the large societal task of reducing the harmful consequences of alcohol abuse.

- 149 Waring, M.L., and Sperr, I.  
A COMPARATIVE STUDY OF MALE AND FEMALE BARTENDERS:  
THEIR POTENTIAL FOR ASSISTING IN THE PREVENTION OF  
ALCOHOL ABUSE.  
Journal of Alcohol and Drug Education, 28(1), 1-11, Fall, 1982.

This 1976 comparative study of 20 female and 44 male bartenders in 43 bars in a southern U.S. community is based upon interview and observation data and explores bartenders' willingness and ability to monitor and intervene in customers' drinking behaviour. Some major findings are that both male and female bartenders are reliable reporters of their own and their customers' drinking behaviour. They are also aware of causes of problem drinking. Irrespective of bar policy, they can and do use personal discretion in dealing with customer behaviour associated with overdrinking. Both male and female bartenders are positive about taking courses in alcoholism. However, training for female bartenders should emphasize the importance of their role in preventing drunk driving, while training for male bartenders needs to make them aware of constructive alternatives to ignoring drunk behaviour. Bartenders appear to be a potential resource for the prevention of alcohol abuse. An array of services that they might be trained to offer is the prevention of drunk driving, the encouragement and support of sensible drinking patterns, and liaison linkage or referral to appropriate community resources. Structures for providing such training might range from bartending schools to a variety of partnership arrangements between community social groups and organizations with academe.

- 150 West, E.  
The Saloon on the Rocky Mountain Mining Frontier.  
Lincoln: U. of Nebraska Press, pp. 197, 1979.

There have been recent research efforts towards the drinking places of modern America--cocktail lounges, neighbourhood bars, and Skid-row taverns. But the early western saloon remains virtually ignored. This study attempts to examine the saloon in one part of the far western frontier--the mining towns of the Rocky Mountains. If only for the reason of their abundance, the saloons of the mining frontier deserve attention. The saloon had a significant impact upon the mining towns and accounted for a large part of a camp's trade. The saloon man and his place of business helped ease some of the immediate problems of a new camp, and aggravated others. Among the areas covered are the physical development of the saloon, the owner of the barroom and the various social roles of the drinking house.

- 151 Williams, A.F.  
FEASIBILITY OF DETERMINING BLOOD ALCOHOL  
CONCENTRATIONS IN SOCIAL DRINKING SETTINGS.  
Journal of Studies on Alcohol, 39(1): 201-206, 1978.

There is no catalogue of the BACs typically produced in various drinking settings such as cocktail parties, dinner parties and public drinking establishments, although such information could be useful in designing measures to reduce the frequency with which intoxicated persons use the nation's roads. The pilot study reported here was designed to determine the

feasibility of obtaining data on the BACs of representative samples of persons in a variety of public and private drinking settings. The study was conducted in the spring of 1976 in Montgomery County, Maryland, and in Washington, D.C., between 10 p.m., and 3 a.m. on Friday and Saturday evenings. The general plan was to approach persons after they had exited from a public drinking establishment or a private party at residences, and to attempt to interview them and obtain breath samples. When waiting for people to exit from buildings, interviewers positioned themselves close to the exit so that potential respondents could be approached directly. Two methods were tried. In 1, interviewers made themselves conspicuous; the other method was to remain as inconspicuous as possible. Participants were asked a few questions on drinking behaviour and for a breath sample. Fifty-one percent of persons leaving a variety of settings agreed to provide breath samples for blood alcohol determination. The high BACs found during the study and the extent to which they are characteristic of late evening and weekend drinking is of considerable interest.





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